

PRINTERS' INK



VOL. C

NEW YORK, AUGUST 9, 1917

No. 6



Devotion to An Ideal

IT is not at all singular that the poem for which Thomas Gray is famous is the one to which he dedicated the full measure of his ability.

"Things that are difficult to create are equally difficult to destroy"—so runs the ancient saying.

It took generations to build the pyramids. It took eight years for Gray to complete his "*Elegy Written In a Country Church Yard.*"

Eight years! Eight years—*of what?* Not simply work, but devotion to an ideal—a determination that the promise of the first beginnings should be more than fulfilled in the completed effort. *And it was—a hundred fold.*

Such determined seeking after perfection is the very essence of achievement. Stradivari would sooner burn up a violin than put his name on one that was not worthy of his best efforts. Milton spent many nights revising the form of "*Paradise Lost*"—hours in the choice of a single word.

"Keeping Everlastingly At It Brings Success" has been the motto of Advertising Headquarters for nearly half a century.

N. W. AYER & SON

ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

These People CAN Pay the Price

In answer to inquiries many merchants recently expressed concern as to their ability to get increased prices for many lines of goods this fall—

—but *not* those dealers whose trade is made up largely of farm families!

Here's a typical answer from such a country merchant:

"In answer to your question as to whether people will think twice before buying, would say that our condition is somewhat different from a great many others. At least eighty percent of our business comes from agricultural people, and they are the ones who are getting the high prices and reaping the financial harvest at this time, and it is very seldom that we have any argument regarding the price."

* * *

Over one million of those prosperous farmers subscribe to the Standard Farm Papers.

Advertising in the Standard Farm Papers will influence them to exercise some of their prosperity in buying your goods.

Moreover, if properly backed up, it will prove a

big influence in getting retailers to stock and feature your goods!

Details on request.



THE STANDARD FARM PAPERS

ARE

Wallaces' Farmer

Established 1895

Progressive Farmer

Established 1886

**Birmingham, Raleigh
Memphis, Dallas**

The Wisconsin Agriculturist

Established 1877

The Indiana Farmer

Established 1845

Pacific Rural Press

Established 1870

The Farmer, St. Paul

Established 1882

The Ohio Farmer

Established 1848

The Michigan Farmer

Established 1843

Prairie Farmer, Chicago

Established 1841

Pennsylvania Farmer

Established 1860

The Breeder's Gazette

Established 1881

Hoard's Dairyman

Established 1870

WALLACE C. RICHARDSON, INC.

Eastern Representatives

381 Fourth Ave., New York City

GEORGE W. HERBERT, INC.

Western Representatives

Conway Building

Chicago

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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Practical Analysis That Leads to Larger Markets

What Some Leaders Are Doing to Make Certain That They Are Meeting Demand—Figures and Facts That Reveal Tendencies

By Edward Mott Woolley

THE dangers of doing business in a haphazard way are evident to anyone who travels much and mingles with the captains of industry. There was a time when to be successful a business didn't necessarily use skilled management. As long as competition remained unskilled the profits came in. But to-day there aren't many lines in which you will fail to find competition of the most powerful and brilliant sort. The folly of attempting to run a race with a concern of this kind, unless properly trained for the contest, is apparent; yet everywhere you go you will find business houses that are attempting this well-nigh impossible feat.

In a recent survey I made of a large number of advertisers, big and little, the fact was forced home on me that many of them were basing false hopes on advertising because their organizations were not developed sufficiently to back up their paid publicity. If you will make a study of successful advertisers you will almost always find some degree of organization philosophy. Where you find exceptions they seem to be due to unskilled competition or to special conditions.

If a haphazard business man wishes to study his own failure or lack of progress, he has before him for purposes of comparison a really wonderful fund of material bearing on the methods of concerns that have succeeded. If a

man wants to do a certain thing it seems to me that his first move should be to find out how other men have done the same thing; yet it is amazing to know how few of the struggling business men have even discovered the paths that have been blazed by those who have met the same obstacles.

I sometimes wonder how many of the big corporations would be in existence to-day if they had not climbed out of the haphazard class. Take for example such concerns as the Singer Sewing Machine Company, the Bethlehem Steel Corporation, International Harvester Company, William Filene Sons' Company, Armour & Company, American Telephone & Telegraph Company, American Tobacco Company, American Woolen Company, Burroughs Adding Machine Company, Butler Brothers, Childs' Company, Woolworth, Sherwin-Williams, National Biscuit, National Cash Register, Thompson-Starrett, United Cigar Stores, and even the Standard Oil Company. We are accustomed to look at the success of these concerns as more or less automatic, but this is far from the facts. Any business man who finds himself hemmed in by seemingly impossible difficulties could scarcely do better than to spend half of his time for the next year studying the workings of these concerns, and of others in their class.

In all these companies the thing that stands out most conspicu-

Table of Contents on page 162

ously is the stress they lay on what they call their organizations. Boiled down to its simplest terms, this means human ability trained and co-ordinated. Or you might call it knowledge put to work. Men who know how to do things, and possess the executive ability to do them, are the first essential; yet everywhere the thing that impresses the business student is the very lack of these men who know how. After you have studied these other establishments, haphazard knowledge stands out all over the men who run the mediocre concerns. It is significant that many an unprofitable little business has become immensely profitable when taken into a group under more skilled organization. When you analyze the cause you must be convinced that it lies in human skill, rather than larger capital or greater opportunity.

TAYLOR'S EXTENDED EXPERIMENTS

Many instances could be cited to prove that the human element has been the underlying factor in remarkable achievements. One of the best examples is that of the Tabor Manufacturing Company in Philadelphia, which was hard pressed at the time the late Frederick W. Taylor began to install his scientific management methods there. Scientific management is nothing but a peculiar form of human skill. The things accomplished at this plant seem almost incredible; indeed, unless you have the philosophy you will be skeptical. With the same force and plant, the company turned out two and a half times as much product. It is significant to observe, incidentally, that Mr. Taylor made nearly fifty thousand experiments on eight hundred thousand pounds of iron and steel, and spent nearly two hundred thousand dollars, to perfect his ideas of tool-making. Up to that time high-speed tools were largely haphazard. It would be difficult to estimate how much industry has benefited from Mr. Taylor's patient persistence.

I do not wish to over-emphasize scientific management, but I spent nearly a year among plants

that are operating under this particular school, and it does furnish us with many spectacular instances of the power of intensive management. Whether you accept all the methods or not, the philosophy of the thing must set you thinking. Study the Link-Belt Company, the Yale & Towne Company, the Ferracute Machine Company, the Santa Fe Railroad, or a hundred other plants where the decimal stop-watch has revealed astonishing things, and where the planning department has made possible a fabulous increase in production.

Planning is the keynote, whether you call your methods scientific management or simply skilled management, and planning has a thousand ramifications. Planning showed an automobile company that it had five thousand unnecessary men. After eliminating these it cut the price of its cars nearly twenty-five per cent, reduced floor space ten per cent, decreased its payroll one-third, and raised its wages eleven per cent. Out of its scrap pile it took a million dollars in a year. What chance would a haphazard automobile business have in competition with an enterprise of this sort?

Another automobile company supposed it had reached the utmost limit of its plant's production capacity, but through planning this production was doubled without enlarging the factory. Just suppose you were in a haphazard automobile business and tried to buck against this concern! Old-fashioned automobile - making methods are quite hopeless today.

One large Eastern plant employed more than a hundred men over a long period on the mere gathering of data on costs and ways of reducing them.

Against the magic of modern manufacturing the old-school plants stand no chance at all. The scientific arrangement of machinery and departments is such that material and parts seldom retrace their movements. The Ford Company in Detroit is a noteworthy example of routing and of as-



Choo-Choo & Chow

The "Chow" for the "Sammies," the Allies—and their wives and children—has the right of way.

—and the producers of farm products are making more real money than they have seen for years.

The steady-going, clear-eyed families in the small towns and in the country will have money to spend on home utilities and luxuries.

There is a distinct class of *thinking*, clean-living families who are willing to pay a fairly high subscription price for a weekly publication in which they believe—they are willing to pay for other good things, too.

Get the facts about

CHRISTIAN HERALD

74% Circulation in towns under 10,000

Member Audit Bureau of Circulations

Bible House

New York

sembling under motion. Here a motor is built up as it moves steadily toward the shipping platform on a predetermined schedule. The old way was to put the casting on a stationary assembling bench, where a dozen men walked around and around it and wasted many hours of time.

The Bethlehem Steel Corporation typifies the modern science of bonuses and piece rates, and represents the antithesis of the haphazard wage system. It stands also for high-quality men.

In this and in other plants you will find that accounting problems, such as the correct distribution of factory burden, have been worked out with mathematical accuracy. Bad accounting is responsible for much haphazard business.

The Standard Oil Company is a good illustration of the business that is far removed from the haphazard. I had occasion to go to this great corporation for material, and I was given access to statistical facts that seemed almost without limit. They included a comparative tabulation of almost every phase of the oil business. The statistical department of the American Telephone & Telegraph Company is quite as complete.

NO HAPHAZARD BUSINESS METHODS HERE

The gathering of information is one of the prerequisites of skilled management. Another example is that of the Simmons Hardware Company, of St. Louis. At the offices of this house I saw an elaborate system of charts showing all sorts of information about different sections of the country. Up in Minnesota, for instance, the hay crop was short, while in Iowa hay was plentiful. This information was valuable as a guide in buying and selling baling wire; but a haphazard business would not have possessed this knowledge. The salesmen for the Simmons company gather information systematically.

Information is valuable not only for the present, but for the tomorrow of business. The United

Cigar Stores anticipate the movement of population and geologic leases sometimes years in advance. Through an intensive study of real estate and people, the company has obtained scores of strategic locations. This of itself accounts for a considerable measure of its success.

This company, too, is particularly strong in finding and developing its men, and in sales efficiency. It is skilled in discovering weak conditions and building them up to standard. It knows the strength and weakness of the other fellow, too—which the haphazard business man does not know.

I found many companies, indeed, that analyzed their competitors almost as minutely as themselves. The jealous watch that is kept over competitive advertising, for instance, makes a good deal of work for many a statistical department, and I know of more than one big advertising campaign that has been developed out of an analytical study of advertising that has pulled business in competitive lines. Likewise the sales promotion methods of competitors are dissected and charted.

The big department stores have an interesting method of watching and tabulating the buying mistakes of their competitors, and in this way they avoid many costly errors. Their shopping systems, in the stores of competitors, are illustrative of their jealous guard over the other fellow.

One department store made a study of its profitable and unprofitable departments, and showed up some queer situations. For one thing it revealed the fact that in certain lines of goods the qualities and prices were far too low for the store's clientele. This led to a trading-up policy.

Among these highly developed organizations we find that the future is not left to chance, but plans are laid shrewdly. The American Chicle Company has three million acres under cultivation in Mexico; the du Ponts have vast nitrate properties in Chile; the American Agricultural

(Continued on page 132)

Phonographs—the proof

From a careful canvass of the subscribers of *The American Woman*, the *combined* owners of the two most widely advertised phonographs (not advertised in *The American Woman*) do not equal, by 50 per cent, the number of those who own a phonograph which is advertised in *The American Woman*.

This certainly proves two things:

1. That *The American Woman* must be used to reach its subscribers.
2. That the readers of *The American Woman* are very responsive to advertising.

THE AMERICAN WOMAN

CIRCULATION
500,000 Net Paid
GUARANTEED

Western Advertising Office
W. H. McCURDY, Mgr.
30 N Dearborn St., Chicago, Ill.

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York

After Three Years of Advertising, Demand Increased Four Fold

And Incidentally the Number of Lines Was Reduced and Embarrassing
Production Problems Solved

By W. B. Swann

FOR the first seven years of its existence the Kirsch Manufacturing Company did not advertise. For the past three years it has advertised. During the non-advertising period a business of about a quarter of a million dollars a year was built up. In the last three years this volume has swelled to a figure approaching four times that figure.

The number of salesmen used in making the increased volume of sales is about a fourth more than that which produced the business of three years ago. The number of retail dealers handling Kirsch Flat Rods has been increased only some twenty-five per cent. Yet the business has grown almost four fold.

These are the net results in figures of what the "advertising idea" has done for the company and the effect it has had upon the goods, the sales, the policy of the business, and its wonderful record of growth are worthy of the careful study of non-advertising manufacturers, for they form a most practical object-lesson.

Like many other businesses, this one was founded and made to go and grow through the inventive genius, the tireless energy, the determined will power of one man. That man, C. W. Kirsch, dislikes even to talk about the early days of the business. He says it is a nightmare.

He started with an idea, some patent allowances on his flat curtain rod and a few hundred dollars. Working eighteen hours a day for weeks and months at a stretch, he worked out new ideas to make his rod better, designed machinery for its manufacture, interested capital to provide the money for building his factories and making his rods, supervised the building operations and the in-

stallation of the machinery, went on the road to sell jobbers and dealers, hired, trained and directed a force of salesmen. By sheer force of grit and determination he put his project on its feet.

Up to this point his experience is somewhat typical of that of many others who have founded businesses and have brought them through the discouraging period of development.

COMBATING THE ROUND CURTAIN ROD

We say "somewhat," for the problems he faced were more than ordinarily difficult. In the first place the trade and the public were used to buying round rods. In fact, curtain rods were just naturally round, so far as the public was concerned. They had been round for centuries, and they were bought not because of the efficiency with which they performed the service for which they were used, but because of habit.

The price, too, was a further handicap. Five and ten cents was the price at which people were used to buying their curtain rods. Of course these rods turned black and tarnished. When the weather was damp they rusted, and that rust often ruined the curtain. But it cost only ten cents to replace the round rod.

The company's rod, on the other hand, cost from a quarter apiece up. It cost more because of the heavier material used. This heavier material stamped into the flat shape permitted free adjustability with greater strength. With these rods this guarantee could be given: "Guaranteed not to sag, rust, turn black or tarnish." The elimination of rusting and tarnishing was simply a matter of better finishing—putting more time and expense into this item than had

COMMENDATION

One of our customers said of us to a prospective customer:

"One of the very strong features of their organization is the personal attention they give to the business they have on their books. I am much pleased to recommend them highly to you."

We have succeeded by serving our customers in a way which prompts such frank approval.

Wm. H. Rankin Company
FORMERLY MAHIN ADVERTISING COMPANY

William H. Rankin, President
Wilbur D. Nesbit, Vice President
Herman A. Groth, Secy.-Treasurer



104 So. Michigan Ave. Chicago
25 East 26 Street, New York





What Magazine
Advertising
Is Accomplishing

*Send for this
booklet
- It tells -*

How a 95% dealer's label business was turned to 90% manufacturer's own label.

How a market was made for a higher priced grade of a narrow margin staple.

How a toilet goods business was doubled in six months.

How magazines added to personal selling, cut the cost of the sales force in half.

How 400,000 users were won for a packaged brand of an article usually bought in bulk.

How a market of unsuspected size was discovered for a dying brand, and the business multiplied by seven in seven years.

Six stories of what magazine advertising *has done*, told by a simple recital of the *facts*.

Chosen from many similar records among J. W. T. accounts as representative of the possibilities of magazine advertising when properly handled.

Of interest to any man concerned with advertising; particularly so to the man who is asking himself "What can magazine advertising do for my business?"

Sent free on request.

Address our nearest office.

J. WALTER THOMPSON CO.
New York

Chicago

Boston

Detroit

Cincinnati

ever been thought necessary or practical. Up against custom was placed a line of goods that served the purpose better, that was stronger and more durable, but new, unknown, higher priced.

The business of curtain rods, moreover, was comparatively so small that the dealer did not look with very great enthusiasm on a rod that was so new and different, that it would have to be sold. Cur-

tain rod. They called it "Kirsch's freak rod," and freely predicted that it would meet with an early demise.

During the first seven years the salesmen succeeded in putting the product into some 12,000 stores. That is a very good distribution for a line of this character. They were put in by the sheer demonstration of their merit. Most of the accounts were small. The

goods moved slowly, for the public did not know about them. But the total annual volume of sales after seven years of effort was in the neighborhood of a quarter of a million.

At this stage an important step forward was taken. To increase the business further, with the methods used in building it, meant slow progress. New dealers could be added slowly. The average sale of the dealer could be increased somewhat as the reputation of the goods grew among users. But the big chance for new business lay in greatly increasing the dealers' average business.

To figure on going along at much the same pace without advertising was a dangerous policy withal. Competition was entering the field. The scoffers were beginning to see a real idea in flat

rods. Of course, Kirsch had valuable patents and seven years' start both in experience and in building a reputation with the trade. But some of the competitors were strong concerns. No telling what they might be able to develop through the course of a number of years.

The decision was to increase
(Continued on page 17)



The Flat Shape is Vital

—for FLAT—in Kirsch Flat Rods—means no sag strength without needless weight—headings held naturally erect, for the rod itself acts as stiffening—a flat, near them instead of a "puckery" ridge—the only satisfactory rod for casement windows or French doors—more charming and attractive windows for every room than can be obtained by using any other rod.

Kirsch Flat Curtain Rods
No Sag — No Tarnish

Kirsch Flat Rods have no fussy brackets, no gaudy knobs. But simple brackets—invisible in use—and ends that curve gracefully to the casing. They leave generous room for the shade—slip quickly through regular sized blinds on the special Kirsch thinblinds, given free. They go up easily—they are taken down easily, but never come down accidentally. No tugging and pulling to remove rod from brackets. They conceal or set off woodwork, as desired.

Kirsch Kraft Novelty Curtains are the something better you've wished for in ready-to-hang curtains. Made the way you'd make them yourself. Sold one pair to package.

KIRSCH MFG. CO.,
Piquette St., Sturgis, Mich., U.S.A.

Plan Pretty Windows with this Booklet

IT'S FREE. A large number of carefully drawn window scenes—the rod and material used for each window is described—the color scheme of the room is explained. Write for copy mentioning dealer's name.

THE 300 DRAPERY Color Book

Remember to ask for Kirsch FLAT RODS
Cut to fit or extension

INQUIRIES ARE SOUGHT IN THE ADVERTISING, AND HAVE BEEN AN EFFECTIVE HELP IN GETTING DEALERS

tain rods, to the dealer's way of thinking, practically ought to sell themselves and take no more time of the clerk than necessary. To the salesmen's arguments in behalf of the better features of flat rods, they replied, "Round rods sell easier and go with less effort."

The makers of other curtain rods were much amused when they heard of the project to make a flat

**Day and
Night
Service**

**The best quality
work handled
by daylight**



*One of the largest and most completely
equipped printing plants in the United States*

**Printing and Advertising Advisers and
The Co-operative and Clearing House
for Catalogues and Publications**

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and offer our assistance in every other direction that appears practical and possible toward the promotion, preparation and printing of catalogues and publications. Further, we invite suggestions with a view of making our service most valuable.

OUR SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (6) Also Printing requiring the same material and workmanship as the above, such as **Proceedings, Directories, Histories, Books,** and the like.

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

**TYPESETTING
(Linotype, Monotype
and Hand)
PRESSWORK
BINDING
MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ARTWORK**

If you want advertising service, planning, illustrating, copy writing and assistance **or information** of any sort in regard to your advertising and printing, **we will be glad to assist or advise you.**

If desired, we mail your printed matter direct from Chicago—the central distributing point.

USE NEW TYPE

**For Catalogues
and Advertisements**

We have a large battery of type casting machines and with our system — having our own type foundry — we use the type once only unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.

**Clean Linotype and
Monotype Faces**

We have a large number of linotype and monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

Good Presswork

We have a large number of up-to-date presses, several of which have been recently installed, and our pressmen and feeders are the best.

**Binding and Mailing
Service**

The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

Let Us Print Your Catalogues and Publications

— THE GREAT CENTRAL MARKET —

**CATALOGUE & PUBLICATION
— PRINTERS —**

**Make a PRINTING CONNECTION
With a Specialist and a Large and
Absolutely Reliable Printing House**

(Inquire Credit Agencies and First Nat'l Bank, Chicago)

If you want **quality**—the education and training of our employes concentrated in one direction on the one class of printing in which we specialize, make the workmen more skillful. If you want **delivery**—our plant is equipped with economical, time-saving machinery and is in operation day and night the year around. If you want the **best price**—our unusual labor-saving material and equipment enables us to make exceptionally low prices on our specialties. Our organization is excellent. When you place an order in our care you relieve yourself of all anxiety. You insure yourself

Proper Quality — Quick Delivery — Right Price

We are always pleased to give the names of a dozen or more of our customers to persons and firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

**Let us estimate on your Catalogues and Publications.
(We are strong on our specialties)**

ROGERS & HALL CO.

Polk and La Salle Streets CHICAGO The Great Central Market
Wabash 3381 TELEPHONES Auto. 52-191

**What 1600
Retail Grocers
Say About
BUTTERICK'S
Exclusion of
Mail Order
Advertising**

SIXTEEN hundred delegates assembled in the annual convention of the NATIONAL ASSOCIATION OF RETAIL GROCERS at Toledo, May 24, unanimously passed the resolution printed on the opposite page.

"WHEREAS: The Butterick Publishing Company has announced the elimination of all 'Mail Order' advertising from the columns of THE DELINEATOR, THE DESIGNER and THE WOMAN'S MAGAZINE, the first big publishing house to do so.

"WHEREAS: These publications are of dominant power and take first rank in influence among women throughout the country.

"WHEREAS: This policy by The Butterick Company which has meant a large sacrifice of yearly financial revenue, has been undertaken in the interests of the retail merchant.

"WHEREAS: The Butterick Company propose a campaign of education to their women readers featuring 'Community Development' and 'Buy-at-Home' ideas.

"BE IT RESOLVED: That the National Association of Retail Grocers of the United States assembled in annual convention at Toledo, representing the retail grocery trade from every State of the country—do heartily rejoice in and welcome and approve this action of The Butterick Company; do pledge our support to THE DELINEATOR, THE DESIGNER and THE WOMAN'S MAGAZINE; do agree to do all in our power to favor food products advertised in these publications and urge all food advertisers to use their columns; and do resolve to call the attention of all retail grocers to the above, and urge them to encourage by their support, The Butterick Company and their propaganda."

Butterick - Publisher
The Delineator - The Designer
The Woman's Magazine



August Gumption quotes the newspapers of Philadelphia, Brisbane and in-between places to illustrate The Farm Journal's great hold on its readers. A letter from Buenos Aires tells why a merchant wants our new book, "More Business for Every Storekeeper." Another contributor, near Bombay, India, writes interestingly of cabbage seed. Kind words about the Country Boy are briefly reproduced.

The organization in the United States of the Overseas Acre Fund, originated in Canada, is described. What railroad presidents have to say about freight conditions this next season is given in detail.

There is comment about many interesting things in the editor's usual style. Every advertising man can find meat in August Gumption—meat he can use to sustain his business and give it renewed vigor.

business by adopting the modern way—to go ahead and keep ahead—to advertise—to go to the public with the story of Kirsch flat curtain rods.

To avoid the mistakes sometimes made by young advertisers who go it alone, an advertising agency was selected, and a little bit later Hassel W. Smith, a young man with three years' advertising-agency training, was given the berth of sales and advertising manager.

Of all the valuable experience gained in the agency, that which proved most valuable to Mr. Smith was his appreciation of the value of co-ordinating sales and advertising effort.

Almost as valuable was the "advertising agency angle" of judging the goods and basing advertising appeal upon a thorough knowledge of the buying public. He began immediately to get on the right foundation of understanding by extensive field work.

For the better part of a year Mr. Smith made himself familiar with the trade and the consuming public. In the course of this research work he traveled with practically every salesman on his force, talked with big-city buyers and small-town buyers, talked with women in their homes and with interior decoration experts.

Some very interesting and important disclosures were the result.

INVESTIGATION ENABLED COMPANY TO REDUCE LINE

During the early days of the company's business the tendency was to add to the line. For instance, there was a flat rod with rosettes at the ends, representing a transition from the common knob-end, round rod to the curved and knobless end of the latest style Kirsch rod.

Then there was a line of round rods which followed the idea of the flat rods in that they had curved ends. Finally came the standard style, with ends that curved to the casing and which were supported by neat, simple brackets.

Each line was made in a variety

of finishes. "Any color you want," the advertisements read in those days, "to match woodwork or draperies." A pink rod could be had to match the wall paper or kalsomine of the bedroom, a white rod for the bathroom. In the dining-room rods finished in imitation oak or mahogany could be had to match the woodwork.

There was also quite a selection of projections and curves and several varieties of brackets. Of course, the idea underlying all of this was to provide something to suit the taste of everyone.

It was found, however, in the investigation that the color idea did not make anything like the hit it was expected to have made. A curtain rod is bought primarily to display curtains. Everything that it does to make a neat, well-draped curtain is appreciated. But its real mission is to remain in the background and be as inconspicuous as possible.

Checking up the trade also revealed the fact that dealers were lukewarm toward the color proposition because to them a variety of colors meant carrying too large a stock. A woman would come in wanting a pink rod or a blue rod, while the only thing the dealer had was a velvet brass rod.

Similarly, they did not like the idea of the elaborate choice of curves and projections, nor did they take well to the idea of having several different kinds of this company's rods to handle, because it all meant money tied up in stock. They were strong for this make of flat rods to the extent that they meant a neater displayed curtain and because no tarnish meant no deterioration of goods in stock.

As a result of this investigation, the colored finishes were abandoned, the line of round rods was entirely discontinued, as was also the line with the rosettes at the end, and the number of projections and curves was reduced to a minimum.

Results which came from the simplification of the line were manifold. The dealer could carry a representative line of the goods without too great an investment.

Many dealers who had not been impressed with the line previously were sold, and others who had, pushed the goods half-heartedly began to give it more attention. The confusion in the customer's mind from giving a too wide selection, was also removed. The manufacturing problem was wonderfully simplified through the standardization, and the stock of rods necessary to be carried in the manufacturer's stock room was greatly reduced.

SALES METHODS, ALSO, STANDARDIZED

The sales talk of the men on the road was put to the same searching study and analysis as the merchandise and by very much the same methods. As Mr. Smith made the different territories with his men, he secured from them and from personal contact the arguments raised by buyers which were difficult to overcome.

Then special thought was devoted to the working out of a successful answer. The arguments devised as a result of this were then tried out on buyers to determine the effect. When the efficiency of the argument was proved, it was passed on to the other salesmen in a weekly letter, which was made a regular thing, or at the sales conventions or the conferences held between sales convention periods. The selling talk of the salesmen to-day is sifted to fundamentals, tried and proved, and the effectiveness of the salesmen has been greatly increased.

Many of the travelers of three years ago have been dropped—men who can work the modern way and are keen enough to understand and use the benefits of the research work and standardization of sales talk have taken their place.

The salesmen are all commission men. There is not a salaried man on the force. Yet they are held to a rigid system of reporting their visits. They are required to hold to their routes, and in every way subjected to thorough discipline. The results have been amazing. The incomes of the men

have been greatly increased. Territories have been divided and still the personal earnings of the salesmen have grown.

If any advertiser doubts that a sales force of commission men can be constrained to work the territory intensively and make the necessary reports to allow intelligent direction from the central office, let him size up the Kirsch "bunch." I have attended many sales conventions; I have met with groups of high-class men, but never have I found another sales force that averaged so high, all the way through, as this group—and not a salaried man among them.

This is only a part of the story of the changes that have taken place at the Kirsch Manufacturing Company directly and indirectly as a result of the "advertising idea."

What the advertising itself has accomplished is worthy of comment. It dissipates the idea that a mint of money must be put into advertising to show results. It proves the value of keeping constantly at it, once advertising is started.

GENEROUS RESPONSE TO ADVERTISING

The first national campaign in February, March, April and May issues of six women's publications in the spring of 1915 used space costing approximately \$7,000.

In 1916 about double that amount was appropriated, while for the spring and fall campaigns of 1917 approximately \$20,000 was put into advertising.

The space necessarily was modest in size at the outset—56 lines single column and 112 lines double column being the units used. The second and third year the space was increased and 112 line single- and double-column ads were used.

The appeal in the advertising has been based each year upon the research and field work of the company's sales department. Thus it is kept in harmony with the latest information on the subject and is directed to overcome sales resistance in the most efficient manner.

The response to the advertising has been most generous. Over 10,-

000 inquiries were secured the first year, over 30,000 the second, and between 30,000 and 40,000 from the spring campaign of 1917. Most of the inquiries came from women who wanted the Kirsch Rod and Drapery Style Book. Some were from dealers.

Time and time again the inquiries have proved a most powerful argument in presenting the line to a lukewarm buyer. The statement that women are satisfied with the regular round rod and that there is no demand for anything else is met with the display of a dozen or two dozen inquiries from that town—inquiries which when looked over by the buyer are recognized as coming from good, substantial homes.

ADVERTISING HELPS GET DEALERS

But inquiries, as Mr. Smith stated in an article in the dealer house-organ, are simply an indication of the general interest in Kirsch Flat Rods. This house-organ, by the way, with its 15,000 circulation almost entirely among Kirsch dealers, has been used almost exclusively in merchandising the advertising.

Here are a couple of paragraphs from the "Sales Booster":

"Thirty thousand women sat down and wrote us last spring asking us to send them more information about Kirsch Flat Rods. If 30,000 wrote—how many more saw and were interested, but didn't go to the trouble of writing? Sixty thousand women were interested in these better rods. That is an average of six women for every dealer on our books.

"Did you do your part to sell your six, or did some brother merchant sell twelve while you kept your rods in the bins or under the shelves?

"We aren't sending women in a mad rush for Kirsch Flat Rods, and we don't claim that we are. We do say, however, that we are giving you some good, live assistance, and we are giving you a mighty good product and a mighty good profit."

That interest is constantly on the increase, and the regular appearance of the advertising is

breaking down buying resistance, is proved by the increase in the number of inquiries and the evidences on every hand among the trade.

The favorite turn-down of the buyer in years gone by was that he had never heard of the company's flat rods, or that he had heard of them and felt they were good, but his trade did not know anything about them.

Their argument *against* the product was the argument that usually is the big talking point with the line that is advertised, viz., the advertised article "sells easier and goes with less effort." But advertising is gradually changing the tide against blind custom. The story of something better for the purpose, put before the people through the medium of space of moderate size, is having unmistakable effect. The stronger the advertising the greater the cumulative effect and the weaker the trade resistance has become.

Three years of advertising has cost under \$50,000—it has been directly and indirectly responsible, in a measure, for a four-fold increase in the business—it has definitely interested several hundred thousand women in the story of what the flat rod does—it has made the company name practically synonymous with flat rod.

Every up-to-date buyer has heard of the product now through the advertising, if not through absolute consumer demand. For the live advertising concern soon gets a reputation that is known and recognized by the trade.

When the company began to advertise, competition was preparing to enter the field. What might have happened if it had not started to advertise is only conjecture. But what has happened is this: The promise of competition has been fulfilled. Some ten competitors have come on the market with flat rods—all bidding for a share of the business on the strength of the flat idea as originated and put over by Kirsch. But the whole ten taken together are probably not doing one-fifth of the business that is being done on the rod that has been advertised.

Another Success for Cumulative Advertising

Travel to National Parks Reaching New High Marks

Special Washington Correspondence

OFFICIALS of the National Park Service have informed **PRINTERS' INK** this week that tourist travel to and through the nation's public playgrounds up to August 1st is far in excess of that of a year ago. Preliminary statistics indicate that the record for the full season will probably surpass any previous showing, not excepting "exposition years." This in the face of the late spring this year, which kept the park roads closed to travel for at least two weeks beyond the normal opening date.

Federal authorities in charge of the National Parks attribute the gain in the number of visitors in 1917 largely to the cumulative effect of the advertising which has been employed to an ever-increasing extent in recent years to popularize the parks. For advertising men, however, the gratifying showing has perhaps an especial significance as a barometer for business expectations during the war's continuance.

When, in the spring of 1917, certain transcontinental railroads resumed, with all their old vigor, their campaigns of advertising featuring the attractions of the national parks, there were not a few expressions of surprise. With the railroads responding to the national call for conservation by cutting out excursions, discouraging conventions and laying off hundreds of trains, it appeared irreconcilable that heavy appropriations should be devoted to the exploitation of pleasure travel in its most costly form. Furthermore, the campaigns of the Western roads and hotels carried in Eastern mediums seemed to fly in the face of certain plausible predictions that, although Americans would subscribe to the code of "vacations as usual," the preference would be for abbre-

viated tours and for visits to resorts sufficiently near home to enable the vacationist to return promptly "if anything happens."

The railroads that kept to their accustomed advertising stride replied to their critics that they are obliged in any event to operate a certain number of through trains and that if increased passenger business can be concentrated in a reduced number of trains of this character they are obviously the gainers. It is interesting to observe, in this connection, that some of the roads are turning from their "See America First" copy (which seems to intimate an effort to sell the prospect but once) to a studied effort to build up a national-park clientele who can be relied upon for repeat orders in the matter of park visits.

In support of this new view of national-park advertising—a trend that is eloquent of opportunity for hotel proprietors, manufacturers of outing equipment, firearms, fishing-tackle, etc.—is the statement of the Federal officials to **PRINTERS' INK** that this year's record of park admissions to date shows a rapid expansion of motor touring in the parks. It has been only a few years since the parks were opened to motors, and road-building programmes are not yet complete, but the outstanding fact is that the sales effort that is predicated upon Uncle Sam's scenery is acquiring more stable talking points than are to be found in an appeal to "come here because all the other places are closed." The men at the head of the National Park Service go so far as to theorize to the effect that by the end of the war our national parks will be so definitely sold to the American public that the anticipated feverish advertising of European resorts can be awaited with equanimity.

"It Has Some Weight With Him"

"The man in business has got confidence in his business magazine. It is edited by one of his own kind. It talks his language and it has some weight with him."

* * * * *

"You men, with the strength of your papers, can start this news throughout this country with a greater weight per capita of circulation, I believe, than all the daily papers in the country, because the man that reads his trade paper really follows it, he believes it, and he depends on it for guidance in his business."

Extracts from the address of Mr. Louis B. Franklin at the editorial conference of Business Papers at Washington, Friday, May 25. Mr. Franklin is associated with the U. S. Treasury Dept. and is in direct charge of the distribution of the Liberty Loan Bonds.

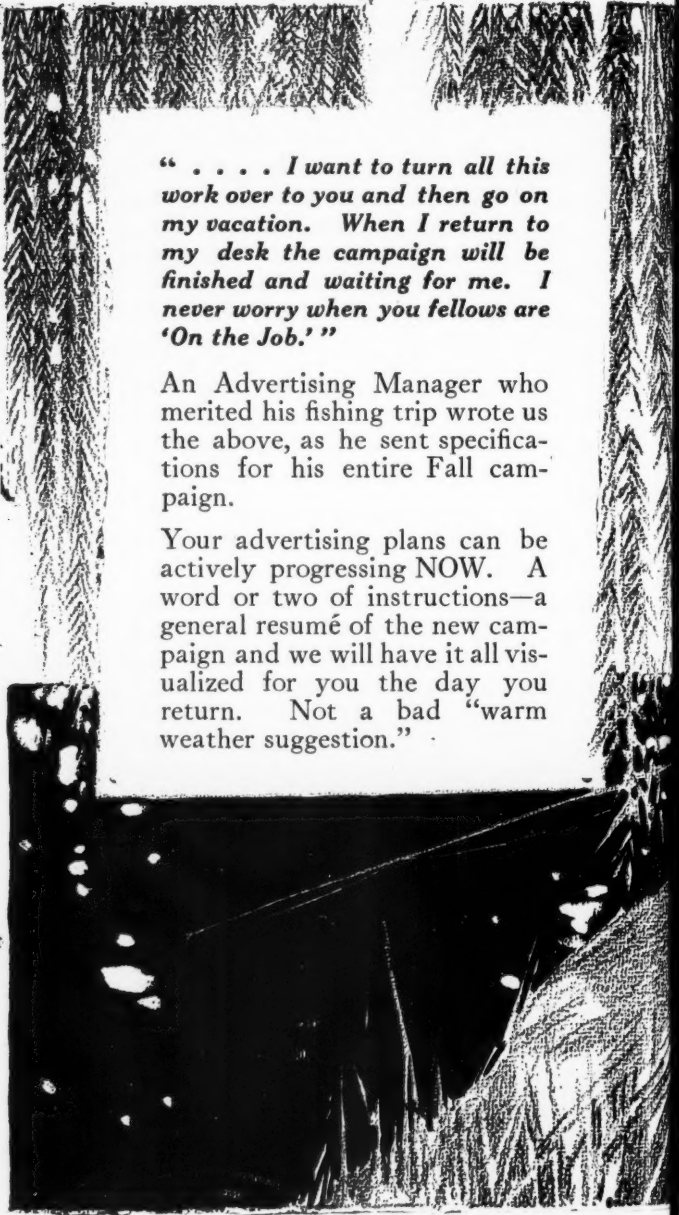
The confidence of the reader is an asset
for the advertiser in the

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power	Coal Age	The Contractor
Electrical World	American Machinist	Engineering News-Record
Electric Railway Journal		Electrical Merchandising
Engineering and Mining Journal	Metallurgical and Chemical Engineering	

All Members of Audit Bureau of Circulations



" I want to turn all this work over to you and then go on my vacation. When I return to my desk the campaign will be finished and waiting for me. I never worry when you fellows are 'On the Job.' "

An Advertising Manager who merited his fishing trip wrote us the above, as he sent specifications for his entire Fall campaign.

Your advertising plans can be actively progressing NOW. A word or two of instructions—a general resumé of the new campaign and we will have it all visualized for you the day you return. Not a bad "warm weather suggestion."

The
ETHRIDGE
ASSOCIATION
of ARTISTS

NEW YORK OFFICE:
25 East 26th Street
CHICAGO OFFICE:
220 S. State Street
DETROIT OFFICE:
1207 Kresge Building



IF the most powerful selling force is a salesman,

And the next most powerful force is a personal letter,

And both these forms of appeal are effective, yet expensive—

It must needs be that a practical form of economical advertising that equals them in power and effect, must be considered.

A waiting audience in a theatre is "waiting" to be interested, and your advertisement has its undivided attention.

Frank V. Strauss & Co. have rendered this powerful service, available to quality advertisers. Its programs are distributed in a quarter of the first class theatres of the country.

You can reach this entire volume of class circulation — larger than any general magazine — 10,500,000 in New York City alone. Why not avail yourself of this opportunity?

Strauss Theatre Programs

A Magazine Medium
for Greater New York

N. B.—Frank V. Strauss & Co. publish the programs for all the principal theatres in New York.

A Jobber's National Campaign to Sell "the Electrical Idea"

Western Electric Seeks to Lessen the Housewife's Objection to Electric Devices—How the Dealer Is Linked in by a Sales-Manual Which "Shoots Both Ways" and Sells the Campaign to the Salesmen as Well

By Bruce Bliven

MANY a manufacturer, approached with a suggestion that he use national advertising to enlarge the circle of users for his product, has held off because, so he declares, the job of putting over a national campaign of that sort is too big for one manufacturer to undertake alone.

What shall we say, then, when a *jobber* puts into play the batteries of national advertising? This jobber, the Western Electric Company, also happens to be a manufacturer, having a tremendous annual output of telephone equipment; but the national advertising campaign just mentioned—an elaborate and expensive one, embracing half a dozen widely circulated weeklies and women's magazines—is a drive on electrical equipment for the household—electric irons, toasters, vacuum-cleaners, washing-machines, sewing-machines, in which field the Western Electric Company is a jobber only. And, as might be expected, when a jobber breaks into national advertising, he also breaks away somewhat from the traditional point of view of the advertising manufacturer, and develops some viewpoints full of interest for the student of modern business practice.

The curious part of it is that the Western Electric's problem is not to sell electric equipment, but to sell the *idea* of electricity to the housewife. Mrs. Average Jones doesn't know anything about electricity except that it causes thunderstorms (which frighten her), and while she may use electric lighting and possibly an electric toaster or chafing-dish, she is a slow and reluctant user of electricity while it remains a mystery to her.

But suppose that Mrs. Average

Jones can be "sold" on the broad general idea of using electricity. Suppose she can be convinced that in an efficient, up-to-date home everything which can possibly be done through the magic power of the "white coal" should be done that way; that all the intelligent, progressive housewives are using electric appliances of every sort! Then you have an "automatic consumer" not only for all devices at present on the market, but for all future inventions in the field. That is what the Western Electric Company is trying to bring about.

INCIDENTALLY, SELLS CURRENT

The work of the company in thus seeking to expand the market for appliances, is also helping to increase the market for electric current. It is therefore earning the gratitude of the "central stations," as they are technically called—the local generating and distributing plants in the various cities throughout the United States. These are face to face with soaring prices of coal, oil and labor, while their own selling prices are largely fixed by state and municipal authorities and therefore cannot easily be adjusted to meet the new conditions. At the same time, these plants could, as a rule, produce practically double the amount of current they do, with only a very small additional expense. This is because the plant must be maintained on the basis of producing a "peak-load" for two hours or so each day (beginning about 7 P.M.), though during the rest of the twenty-four hours the actual demand made upon them may be only one-half or one-third of this. If some way could be found of selling as much electricity all day

long as is sold at the hours of the "peak-load" the price of electricity to the consumer could be greatly reduced and the profits in the business much enhanced.

In the electrical appliance field the retail outlets are, as a rule, rather weak, so far as sales-activity is concerned. The logical place, one would suppose, for Mrs. Average Jones to buy her electric iron and her vacuum

realize his opportunity, being more interested in securing contracts for wiring than he is in store-keeping. His stock of goods is not large, his place of business is frequently on a side street, and with his limited capital he is not prepared to do an instalment business on the more expensive items. A more hopeful type of retailer is the department store, which carries electric devices in

its household goods department, and brings to the question a keen and active merchandising policy. The hardware dealer is another possible outlet. However, it is a surprising fact that many people never think of the hardware or department store when they want to buy electric appliances, which curtails their sales rather seriously.

The factors listed above are probably the reason for the very incomplete "distribution" of electric service and appliances in the United States. According to the Society for Electrical Development there are only 5,500,000 homes in this country which are even wired, as against 15,000,000 which are not. Of the houses situated on existing electric lines, only one in three uses the service. There are 5,-

000,000 empty sockets where the money expended in installation is going to waste.

It was with a realization of this situation that the Western Electric Company last year began to consider whether a direct frontal attack by means of advertising could not be used to accomplish the desired result of selling the idea of electricity to the housewife.



The New Answer to the Servant Problem



She's leaving! Leaving her position—disgruntled, leaving you—discouraged. And you had just congratulated yourself on getting at last a maid who really suited, and who seemed satisfied to stay.

But—you have been all through such experiences time and again. You'll call the Employment Bureau and have them send around another girl. You'll hope for the best—and let it go at that, knowing full well that it will be a repetition of past experiences.

What are you going to do about it?

Listen:

Electricity will make it easier for you to get servants and to keep them—by making housework more attractive. And it will simplify your own work if left without a maid.

There's the Washer and Wringer to do the week's wash on a Monday morn, and the Electric Iron to follow it up in the afternoon of the same day.

There's the Electric Toaster to make appetizing toast at the table and to keep it crisp and warm.

There's the Electric Range rapidly coming into more general use for cooking through the attractive rates now being made for current on many parts of the country.

And after your electrically prepared meal is over, there is

the Electric Dish-Washer to clear it away.

Then, too, there are the Vacuum Cleaner, the Fan, the Inter-Phone and the dozen and one other conveniences—all to be had with the quality mark—Western Electric.

These devices are easy to buy and each one is an investment which soon pays for itself. Exclusive of the Electric Range, the cost of current to operate them all per month is less than your monthly bill for light alone. For while other necessities of life are increasing in cost, electric current is steadily decreasing.

If you have a servant problem in your home, why not find out now how electricity can help you solve it?

Write our nearest office today for your copy of Booklet No. 73-C, "The Electrical Way."

WESTERN ELECTRIC COMPANY

INCORPORATED
185 Broadway, New York City
Show in All Principal Cities of the United States and Canada

Western Electric

America's Electrical Week, December 2nd to 8th

ONE OF THE ADVERTISEMENTS DESIGNED TO SELL THE
IDEA OF ELECTRICITY

cleaner is the local electric company which wants to supply her the current with which to operate them. However, the spirit of the central station has ordinarily been too much that of an engineering and operating organization for it to emphasize the selling point of view.

Another outlet for electrical appliances is the electrical dealer. As a rule, though, he is failing to

"We were not overlooking the fact that other electrical companies have run and are now running big national campaigns," said P. L. Thomson, advertising manager, to a representative of PRINTERS' INK. "But we felt that these campaigns, skilful and powerful though they have been, have not had the point of view we wanted to bring out. They have been fine institutional advertising, but they have tried to sell either the idea of one particular company's service, or some one particular electric appliance, and not the idea of making a universal application of electricity in the home.

"Advertising of the sort we wanted has been done in the field of lighting by lamp manufacturers who have advertised not merely their lamps, but the idea of better light. The American Telephone and Telegraph Company is doing conspicuous work of the same sort when it advertises not the Bell telephone, but the idea of universal telephone service."

The recent Western Electric copy is therefore not of a sort calculated to bring immediate, direct replies. A full page in a magazine of wide circulation may bring only a dozen or a score of inquiries without making the company feel that there was something wrong with the advertisement. A booklet is featured in the copy, but only in a casual fashion. This is a little four-fold leaflet describing briefly seven popular electric appliances. Each is illustrated with a photograph of an attractive young woman, Mrs. Bright, and the copy is in quotation marks, giving almost testimonial value to her endorsement of the electric way of doing things.

In the magazine copy which has been appearing during the past seven or eight months, the thought of freedom from household drudgery through the use of electricity has been emphasized. Thus one piece of copy, headed "The New Enlightenment," shows the goddess of electricity, with the

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

word "Liberty" on her brow, coming to free the housewife by means of an electric vacuum cleaner. The body of this advertisement is an illustration of the wideness of its appeal:

"Electricity comes to free the modern woman from the burdens of housekeeping.

"It came into the home first as a source of light, setting a new standard of illumination.

"But electricity is destined to fill a still larger sphere of domestic usefulness; it now does the hardest tasks in the household. It reduces the necessary hours of labor and lightens the nature of the work itself, adding hours to the leisure, recreation, and broader interests that claim the modern woman's attention.

"There is now available for you a complete line of electrical devices bearing the well-known name

"Western Electric."

"The Servant Problem Answered" is the title of another piece of copy showing the servant girl tied to the housewife by means of a series of electric appliances which make her work easier and therefore keep her more contented. The possible fear that these appliances are expensive to operate is allayed in this advertisement by the statement that "the weekly electric light bill in this average home is 45 cents and only 36½ cents more for operating all these appliances."

One of the most effective of these pieces of copy which is appearing this summer is one headed "Why Have Two Standards of Efficiency?" and driving home the argument that it is not fair for a man to install labor-saving devices for his own use in his office and force his wife to get along with old-fashioned equipment in the home. "Take efficiency home with you," the copy urges. "You are accustomed to every modern time and labor saver in *your* work. Your wife needs modern equipment, too. It will reduce housekeeping expense just as it cuts business costs. It will eliminate drudgery and tedious tasks in the home just as it does in business."

Naturally, there is a danger in this style of copy—the danger that the name "Western Electric" will not be tied up very strongly to the campaign. Will it not result in much more benefit to the field as a whole than to the company which is paying the bills?

"We saw that possibility," Mr. Thomson says, "but we were willing to take the chance. In this campaign we are accomplishing something which reacts to the direct benefit of the electrical trade everywhere. We trust to the intelligence of the central station manager and the dealer to recognize that we are playing their game for them, and to give us a fair share of their business. Naturally, we advertise our national advertising to them so they will be sure not to miss the point. We don't hide our light under a bushel, and what we are trying to do is firmly impressed on our salesmen, so that they in turn can pass along the idea to the retailer."

PURPOSE OF COMPANY'S SALES MANUAL

One strong element in this task of dealer-education is the salesman's manual carried by 400 Western Electric salesmen in calling on the trade. This manual has decided elements of difference from the ordinary type. It is not intended for the salesman to read, but for him to show to the "central station" or dealer. A large, impressive-looking book, 11 by 14 inches in size, it contains several pages of information about each of the half dozen most popular items of electrical household equipment. These are written in good display advertising style, and are calculated to arouse the enthusiasm of the dealer himself over the goods. Each section devoted to one item—electric fans, irons, or sewing-machines—is followed by a page or more listing and illustrating the dealer helps which go with a purchase of this particular device. For instance, two pages are devoted to helps given on electric washing-machines. Reduced reproductions are shown of twelve electros for

The Baltimore News Leads In Automobile Advertising

During the first six months of 1917 THE BALTIMORE NEWS carried automobile display advertising to the amount of

418,993 Lines

This was a gain of 100,877 lines over the same period, 1916.

For years THE NEWS has carried month by month more automobile advertising than any other local newspaper, morning, evening and Sunday combined. Often the total figures amount to more display advertising than carried by the two morning papers combined.

THE NEWS is supreme in a prosperous city where 69,000 passenger cars are owned in a thirty-mile radius. Official figures show 19,000 more passenger cars registered this year than in 1916.

In Baltimore THE NEWS leads in circulation and advertising. Automobile manufacturers in planning your advertising for next season follow the line of least resistance through the leading automobile medium of Baltimore for best results.

Ask your local dealer.

For Better Business in Baltimore Concentrate In

The Baltimore News

Net Daily Circulation July, 1917, 91,250

GAIN over same period 1916, 15,388

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Buying Paper Is a Business In Itself

We know a man who has spent a lifetime in the paper business yet who could not qualify as a Birmingham & Seaman representative. He had a good knowledge of paper but it hadn't been brought down to date.

Keeping tab on the paper situation these days is a business in itself, and there are very few men who are thoroughly posted and able to look ahead with any assurance.

As operators of some of the biggest mills in the country, as exclusive agents for others, and as representatives for many more we have an intimate knowledge of immediate conditions. This knowledge we are always glad to place at the disposal of our customers.

There is a Birmingham & Seaman office in every advertising center. It will pay you well to get our suggestions before deciding any important paper question.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

Continental-Commercial Nat'l
Bank Building

NEW YORK

Fifth Avenue Building
200 Fifth Ave.

St. Louis Minneapolis Buffalo Philadelphia Milwaukee Detroit

newspapers, including cuts and suggested copy; there are four lantern slides, a street-car card, and a photo of an attractive window display, material for which is furnished by the Western Electric Company. There are also five folders and booklets for distribution, and a sample copy of each one is "tipped in" on the next page. Each is to bear the dealer's imprint, and several are printed in two or three colors. The accompanying text describes each booklet and *tells the dealer how to use it*. "B-141 describes the cylinder type washer and wringer," the text says. "Intended as the opening shot in your local campaign—the return post-card is arranged for imprinting. B-146 is the second shot in your local campaign. B-125—this booklet is not for general distribution—proper use is as a closer in following up an inquiry. Arrange to give it only to those who show a real interest and can afford to buy a washer and wringer."

MANUAL SELLS SALESMEN THE COMPANY'S ADVERTISING

The opening pages of this unusual sales manual are devoted to selling the company's advertising to the dealer. Full-size reproductions of magazine pages are accompanied by the customary list of magazines used and their circulations. The cover of the manual shows the slogan "We Are Selling the Idea. Are You Selling the Goods?" with an illustration showing a sewing-machine on which "Local Advertising" and "National Advertising" are being sewn together into the fabric of "Profitable Sales." (The sewing-machine of the allegory is a Western Electric standard electric model.)

When the salesman calls on the dealer he carries this manual under his arm and proceeds to demonstrate it. Together, salesman and dealer turn the pages. The detailed description of the goods themselves becomes part of the sales talk. Then on the next page are found the sales helps which are offered. There is no send-to-the-home-office-for-ad-

vertising-matter. With the salesman's advice, the helps are selected and the salesman notes them as part of the order. The more important central stations and dealers, of course, get a copy of the sales manual for their own files, to refer to. The less important dealer must handle the Western Electric line to get a copy of the manual. Thus the idea of having the company's salesmen distribute the book in person eliminates practically all waste circulation. The mode of distribution is so impressive that the manual gets 100 per cent attention from the dealer while it is being demonstrated by the salesman; and in its pages the sales talk is skilfully standardized so that even a weak salesman, by showing the sales manual to the dealer, can't help making a fairly good impression.

More important still, in Mr. Thomson's eyes, is the fact that this manner of handling the matter *sells the company's advertising* to the salesmen. They become thoroughly familiar with the copy—they read to the dealer over and over, and in spite of any past prejudice they gradually become enthusiastic about it.

And this is absolutely necessary in view of the policy the Western Electric Company is pursuing. It has taken on its shoulders for the good of the industry the burden of selling through its national advertising the *idea* of using electrical equipment. Therefore, the copy is not linked up very strongly with either the name "Western Electric" or any one single piece of equipment. There is very little direct response to the advertising; so unless the salesmen understand and utilize the advertising, its efficiency is almost nil. To explain this fact and swing the salesmen into line, Mr. Thomson recently paid a personal visit to each of the company's thirty-two branch offices, in which he addressed meetings of the salesmen and told them the whole story. When central stations and dealers write to the main office congratulating the company on its effort, their letters are at once photographed and copies

distributed to all the salesmen.

One significant aspect of this campaign is the way in which having the faith of your advertising convictions is used to lessen sales-resistance and postpone indefinitely the bugaboo of "a saturated market." If the Western Electric Company succeeds in its effort to sell the "electrical idea" to the housewife—as there is every reason to believe that it will—it has automatically made a potential market in every home for all devices, either now on the market or to be invented later.

Manufacturers who complain of consumer-apathy but hesitate to indulge in extensive general advertising for fear their competitors will reap the benefit, will find much for them to reflect upon in the Western Electric's carefully thought-out policy.

Patent Medicine Formulæ Still Safe in New York

Makers of patent and proprietary medicines sold in New York City need not register the names of the active ingredients in their products with the Department of Health, according to a recent ruling of the Appellate Division of the Supreme Court of the state. A city ordinance to that effect (Sections 116 and 117 of the Sanitary Code) is held by the court to be invalid, as giving an unnecessary and inadvisable extension of the police power. The ordinance had not been ratified by the legislature, and was therefore open to attack on the ground of unreasonableness. It provided that as an alternative to filing the list of ingredients that the manufacturer might print them on the label.

Movies to Help Increase Food Production

Watterson R. Rothacker, of the Rothacker Film Company of Chicago, has been appointed by the National Association of the Motion Picture Industry as a member of the "war co-operation committee" to confer with the Department of Agriculture on the use of motion pictures as a means of increasing food production.

Owl Drug Company Has New Ad Manager

Olis R. Tyson has been appointed advertising manager of the Owl Drug Company, of San Francisco, which operates a chain of twenty-four stores on the Pacific Coast.

Western Advertising Agents Nominate Officers

The Western Advertising Agents' Association, the western board of the American Association of Advertising Agencies, at a meeting last week in Chicago, nominated the following ticket to be voted upon next month at the annual election of officers: Governor, Paul E. Faust, Mallory, Mitchell & Faust; first and second vice-governors, J. Howard Start, Charles H. Fuller Company, and Carl M. Green, Carl M. Green Company; secretary-treasurer, James O'Shaughnessey, O'Shaughnessey Advertising Company.

Bestol Preparations in Newspapers

The Bestol Company, of Boston, is advertising its dental preparations in Boston newspapers. The campaign started with full-page space in one medium and will be continued with smaller copy daily during the summer months and probably into the winter. Coupled with this is a campaign with dentists, which includes liberal sampling and detail work, and also a druggists' window display.

Richard H. Lee to Go With New York "Tribune"

On September 1 Richard H. Lee will join the staff of the New York *Tribune*, in charge of the paper's "Truth in Advertising" campaign. Mr. Lee has been special counsel to the Vigilance Committee of the A. A. C. of W. In his new position he will co-operate with Samuel Hopkins Adams.

E. A. Sutphin, who has been with the *Tribune's* advertising department, has been given charge of the National advertising department.

Acquires Interest in "People's Popular Monthly"

Harold A. Holmes, director of the advertising department of the *People's Popular Monthly*, Des Moines, Ia., has acquired an interest in the publication and been elected a director of the company. He will continue in charge of the advertising.

W. A. Glenn Joins "House & Garden"

W. A. Glenn, formerly New York State representative of *Harper's Bazar* and more recently with *World's Work*, has gone with *House & Garden*.

Yepsen Now Sales Manager

V. L. Yepsen, advertising manager of the National Fire Proofing Company, Pittsburgh, has been elected second vice-president and manager of sales.

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ACCURACY

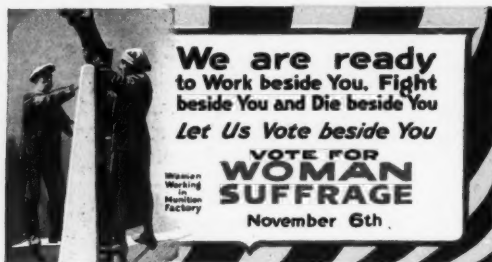
WITH US IS A MATTER OF
MICROSCOPIC IMPORTANCE



WE HAVE to think in terms of one-thousandth of an inch when we make Royal Electrotypes. For instance, the depth of the average high-light dot in a halftone is never greater than three one-thousandths of an inch. Yet we must make our moulds so as to duplicate that depth with absolute accuracy. But depth of dot is just one of several microscopic measurements we have to consider when we undertake to retain in our duplicate copies all the printing qualities which the engraver puts into his originals. If we were making ordinary "electros" for newspaper and other common purposes, things would be different—just how different is best explained by our special booklets.

ROYAL ELECTROTYPE COMPANY
620 SANSOM STREET PHILADELPHIA





WE GIVE
OUR MEN
OUR TIME
OUR LIVES
IF NEED BE



What the Street Cars re Suffrage in the Ca

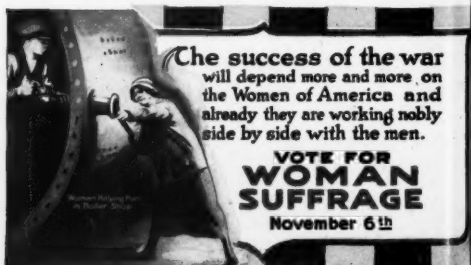
Reproduced here are five
street cars of New York
appear in the cars continu
Election Day.

Hundreds of thousands of ple

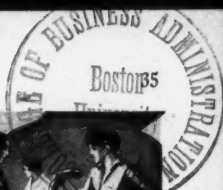
STREET RAILWAY DV

CENTRAL OFFICE
Borland Bldg., Chicago

HOMCE
Candler New Yo



PRINTERS' INK



**WILL YOU GIVE
THE VOTE?**

**Vote for
WOMAN
SUFFRAGE
NOV. 6TH**

**You can count on the women
to do all they can.**
They will till the soil, nurse
the wounded, drive motors
make munitions and
Fight if Necessary
Can we count on the Men to
VOTE FOR
WOMAN SUFFRAGE
November 6th.

Women Working
in Railroad Shop

What We Are Doing for Woman's in the Great Empire State

fifty signs now running in the
York State. These cards will
continuously day and night until

so that everyone will see them every day.

WAY ADVERTISING CO.

HONORARY

WESTERN OFFICE

Candler New York

Monadnock Bldg., San Francisco

**There is work to be done
and the women will do it**
**VOTE FOR
WOMAN
SUFFRAGE**
November 6th

Women Working
On Farms

CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.



Broadsides

*The Forty-Two-Centimeters
of Direct-by-Mail Publicity*

BROADSIDES clear the way for the salesman, back up the catalog, drive home the "big idea" and clinch the sales argument. They are, therefore, one of the most effective units of every advertising campaign.

But, to be effective—to drive home the message in a way that will bring results, they must be something more than pretty pictures, ink and paper.

The Poole Bros. organization has produced attractive broadsides for some of the largest national advertisers, and would appreciate an opportunity to co-operate with others in the preparation of business-building literature.

Poole Bros.

CHICAGO



Printing Service
For Advertisers





Making Your Advertising Serve the Needs of the Hour

The Arguments Being Used by a Large Truck Manufacturer and How the Data Are Found

THERE are two sides to this question as to whether or not the patriotic note should be introduced into advertising copy. It seems to be pretty thoroughly settled that it is not good policy to drag the war into copy unnecessarily. That is, it should not be used as a mere attention-getter and without some real reason for the reference. It is also quite generally recognized that patriotic impulses should not be subserved for ordinary advertising purposes. On the other hand allusion to the war makes a capital talking point where it can be introduced legitimately and without violating the canons of good taste. It gives the copy a news angle that marks it as timely and up to date.

It is even possible for copy to perform the double function of "doing its bit" for the country and also to sell the product of the advertiser. This is the unusual note that has been struck in the General Vehicle Company's "conservation" series of newspaper advertisements recently released. In these advertisements the company has developed not only a timely set of effective selling arguments for its product, but also in addition to this it is helping the Government to put across a part of its war programme. Conservation of men and materials is the watchword of the hour. This copy of the vehicle company shows graphically how conservation may be effected by the use of "G.V." electric trucks. Especially does it show how food may be saved. Here, for example, is the way one of the advertisements starts off: "G. V. Electric Trucks Are a War-Time Necessity."

"Boston's 22,880 horses devour 125,840 tons of hay and 4,118,420 bushels of oats. Horse fuel to the tune of \$5,238,520 annually.

"Less than \$2,000,000 worth of electricity per year would drive

all the electric trucks necessary to supplant these animals. Horses represent bread. Gas is precious. Night-made 'juice' is practically a by-product."

Statistics regarding the horse and the way that he consumes needed food are presented in an interesting way throughout the series. One of the pieces of copy shouts this headline at the reader, "It takes twenty acres to feed four horses," and then follows this statement:

"Moving goods with horses is a needless waste of foodlands and money. A heavy draft horse requires five and a half tons of hay and 180 bushels of oats per year, the full yield of five acres, and five acres will keep fifteen people in bread one year.

"It takes 25,000,000 acres to feed the horses that motor trucks should displace. The purchase of four good five-ton trucks will send twenty horses back to farm work and release one hundred acres of grain land to feed this nation and its allies."

Once this copy idea was decided on and the facts as to the cost of feeding horses and the average production of land were determined, it was possible to present an almost endless variety of examples. In this way the idea could be made graphic and easy to comprehend. Here is another illustration of the way the many angles to the argument were marshalled:

"This is the time of all times to buy G. V. Electrics. You can sell your horses at good prices. They are needed in small towns and on the farms, where the better mounts are being quickly taken for cavalry purposes. To add to your horse equipment under war conditions means paying a big premium in first cost and maintenance."

For the planning of the campaign, F. Nelson Carle, the ad-

vertising manager, has secured a perfect mine of equine statistics. In arguing for conservation, he puts these figures through all sorts of formations. He can translate them into terms of money, bread, land, people, oats, wheat and nearly everything else in a truly amazing way. For instance, he shows that there are 121,000 working horses in Greater New York,



It Takes 20 Acres to Feed 4 Horses

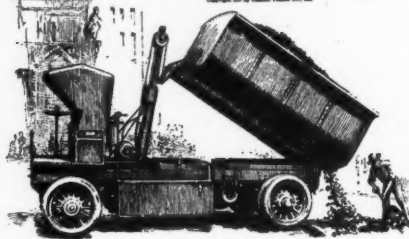
MOVING goods with horses is a needless waste of foot-lands and money. A heavy draft horse requires $5\frac{1}{2}$ tons of hay and 180 bushels of oats per year, the full yield of 5 acres. And 5 acres will keep 12 people in bread one year. It takes 25,000,000 acres to feed the horses that motor trucks should displace. The purchase of 4 good 5-ton trucks will send 20 horses back to farm work and release 100 acres of grain land to feed the Nation and its Allies.

G. V. Electric Trucks

Every G. V. Electric in city use conserves hay, grain and gasoline. The Midland Railway of England has recently bought over 100 Electrics. Two U. S. express companies operate 1442. G. V. economy, cleanliness and dependability can't be ignored. The G. V. excels in short-haul, frequent-stop work. Any teamster can operate it, saving expert drivers for army work. One good garage man can care for 10 electrics. Electricity for charging is cheap—and getting cheaper—while gasoline is going up. Ask at once for Catalog on our six models, 1,000 to 10,000 lbs. capacity, and learn all about G. V. economics.

GENERAL VEHICLE COMPANY, INC.

Business Office and Service Station:
880-82 Commonwealth Avenue
Chicago 11, Illinois, U.S.A. Phone: Black Bay 8881
GENERAL OFFICE AND FACTORY: LONG ISLAND CITY, NEW YORK
Copyright 1937 by General Vehicle Co., Inc.



COPY LIKE THIS IS ATTENTION-ARRESTING JUST NOW

and that it takes over \$36,000,000 a year to feed them. In crop values they represent 605,000 acres, which would produce over 18,000,000 bushels of oats or over 9,000,000 bushels of wheat, which would give one and a half bushels to every man, woman and child in New York City.

These methods show how essential it is for the advertising man to think not only about his proposition, but also to think all around it. For instance, Carle's job is to sell trucks; but in doing so he finds it very advantageous to have complete information about the horse. He knows the average weight of horses, and the average speed of the horses of different weights. He knows the cost of horses and the number of years they will stand under city work; the number of horses killed by heat, the cost of shoeing a horse, the best feed for a horse and dozens of similar facts. It is another illustration that what the buyer of a machine wants is not so much technical information, as information as to what the machine will do for him and how it compares in economy and efficiency with the methods he has been using.

Food is an all-absorbing topic these days. Anyone who has an idea that promises to save food is almost certain to be able to get a hearing. That explains why these General Vehicle advertisements are striking such a responsive chord. They were started in Boston, where they commanded wide attention and where they produced business at a very satisfactory cost.

While food conservation, as represented in the terms of the horse, is the point that is emphasized in this series, other conservation ideas are not neglected. Gasoline is taken up and so is street cleaning. The saving that can be affected in man power is brought out. It is pointed out in the

copy that gasoline trucks are better for the long-haul needs of the Army and that the use of G. V.'s will release gas trucks for the Government. And thus runs this somewhat unusual campaign.

The methods that were used in getting information about the selling end of the proposition should prove suggestive to those in all lines of business. Mr. Carle does not believe in managing an advertising campaign entirely from behind a mahogany desk. He holds that a manager should get out in the selling field and get a first-hand knowledge of conditions there. That is where he gets the information that enables him to cram his copy full of sales-compelling facts. He has a theory that the advertising man in his business should ride at least 5,000 miles a year on his own motor trucks. In that way he will know exactly what the trucks can do and what they cannot do. He has no compunctions about getting his clothes dirty. He gets acquainted with the stable boss, the teamster, the man who delivers coal, and in fact with anybody who can furnish outside slants on the truck proposition.

Ordinarily the manufacturer has to know only his own business. The truck man, however, has to know everybody else's business. Mr. Carle says it is really necessary to have a good working knowledge of the twenty-five leading lines. Most of these industries require a different kind of "sales talk." Unless the salesman or copy writer is familiar with the peculiarities of each industry he will not be making a very intelligent plea for business. Even the conditions in the same industry vary in different localities. All this must be taken into consideration in directing truck sales.

Another interesting point in connection with the business, that also could be said of many other lines, is that different localities possess varying degrees of what might be called "truck education." This has a decided bearing on the advertising. For example, in a place where only 5 per cent of the possible market has been sold,

a different type of copy is required from that in the place where 50 per cent of the market has bought. In the first place, the copy would have to deal more with the elementary principles of the business, or, if you please, with the primary grade arguments of the proposition. In communities where trucks are pretty extensively used and where many of the best prospects are likely to be those who already have some kind of a truck, a more advanced character of copy is necessary.

War or no war, it simply goes to show that the copy possibilities of most lines are nearly inexhaustible, if one is willing to dig hard enough to find them.

Hundred Per Cent Appeal

During the recent heat spell the Fisk Rubber Company, of Chicopee Falls, Mass., took display space in neighboring newspapers, saying: "To all factory employees of the Fisk Rubber Company: Owing to the excessive heat it has been deemed advisable to close all factory departments until 7 a.m., Monday, August 6, 1917.—J. D. Anderson, factory manager" The advertisement was dated August 1.

Criswell Returns to Doubleday, Page & Co.

Edgar G. Criswell, for almost three years executive manager of the Quoin Club, which is now the advertising division of the Periodical Publishers' Association, has resigned to return to his former connection with the advertising department of Doubleday, Page & Co. in their New York office. He will take up his work there August 20. In the meantime he is on vacation.

Jowett Vice-president of Ingersoll-Rand Company

J. H. Jowett, formerly general sales manager of the Ingersoll-Rand Company, New York, has been elected vice-president of the company. L. D. Albin, assistant general sales manager, succeeds to the position of general sales manager.

Woodwards, Inc., Opens Office in New York

Offices have been opened in the Astor Trust Building, Fifth avenue and Forty-second street, New York, by Woodward, Inc., of Chicago. A service department has been installed, and later on a soliciting staff may be added.

How Daylo Was Selected

Tests Used by Judges in Contest for Name of Flashlight

By Marquis Regan

Sales Promotion Manager of the American Ever Ready Works, Long Island City, N.Y.

[EDITORIAL NOTE:—A preliminary account of the name contest of the American Ever Ready Works appeared in the March 1, 1917, issue of *PRINTERS' INK*. In the April 4 issue announcement was made of the prize-winning name—"Daylo"—and a summary was given of the judges' reasons for their choice. The following account, telling in greater detail why "Daylo" was chosen and other candidates rejected, will be of interest to many manufacturers who are seeking suitable trade names as well as those who are seeking information about contests of various sorts. It is taken from "Eveready Energy," the company's house-organ.]

WITH the possible exception of telling the Czar of Russia that his services are no longer required we can imagine no more thankless task in the world than judging a contest.

And probably nowhere else does one see more of human nature in all its kaleidoscopic changes. They say, if you want to know what a man is really like, go camping with him. His true nature is bound to show itself—whether great or petty—selfish or unselfish.

We know at least a half million people with whom we do not need to go camping to learn how they "grade up." And we must say that the vein of human nature exposed during our "name" contest assayed extremely high. Out of more than half a million contestants less than two hundred wrote us in a fault-finding way or showed a narrow, petty, selfish viewpoint.

Naturally we knew we couldn't please everybody with our name selection. A new name *might* find instant favor but, like "love at first sight," the real test is whether it *wears well* month after month and year after year.

It is impossible that the public should realize how little "hit or miss" there was in the selection of the name "Daylo." There was no guesswork in reaching the final result. The judges applied a definite set of tests to every word

submitted and all entries received, therefore, the same absolutely fair consideration. Lack of space prevents me from mentioning all these tests here, but a few examples will cover this point amply.

The first test was this:

Imagine yourself saying to a dealer, "Do you sell Eveready (insert word)?"

This simple test meant the instant discarding of thousands of awkward words over which the contestants had undoubtedly worked long and faithfully. Imagine, for example, saying to a dealer, "Do you sell an Eveready *Torchtricitia*?"

Many words, while easy to pronounce, had combinations of vowels and consonants that made them difficult to pronounce in connection with Eveready, as specified in the contest rules.

MANY WORDS TOO DESCRIPTIVE

I do not mean that a host of good words were not submitted. In that respect the contest was an amazing success. But, in order to give a suggestive meaning significant of the light itself, thousands of contestants distorted the English language to get names that proved impossible from the standpoint of practical daily use.

Obviously the name selected must not be one over which the public tongue would trip. Many contestants tried to produce coined words by omitting vowels, but forgetting that the *pronunciation* of the name must be absolutely obvious at a glance. A good example of such words was "Nodrk," the description aimed at being, of course, "No Dark." Undoubtedly many contestants submitting this word thought its meaning should be perfectly obvious, not realizing that the word would have to be explained to the average human being before it

(Continued on page 45)



Don't Go At It Blindfolded

A set of blue print *Trade Maps* stands ready to relieve you and your salesmen of Boston route-list worries.

These blue prints show the exact location of grocers and druggists in this territory. They show how to cover the city quickly and effectively. They show all the short cuts. They enthuse salesmen. They make for increased action.

This is only one of the things done by the *Merchandising Service Department of the Boston American* to assist advertisers to inject effective punch into their Boston campaigns.

This department is fully equipped to make thorough local trade investigations—to show you how you “stack up” from the jobber, dealer and consumer point of view. Write for details regarding this department—find out how it works—learn of its full value to you.

BOSTON AMERICAN

New England's Greatest Home Newspaper

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

WEATHER
 Hot and sultry, with light
 and variable winds.
 Temperature
 70 to 80.

New York Tribune

Printed for the Proprietor, at the Tribune Building, 410 Broadway, New York

PUBLISHED WEEKLY, SATURDAY, AUGUST 1, 1914

CIRCULATION
 Paid - 155,000
 Sold, New York
 100,000

**Heat Kills 18
in City;
194 Overcome**

Heavy Rainfall, 10 in
 Between July 28 and
 August 1.

**No Relief Expected;
 Heat Fall for Today**

Four More Deaths Reported
 Today; Five Dead in
 Past Week.

**Frederickson
 Defends Testimony
 Reinsurance**

Witness Suggests That
 It Would Open Door to
 Company, State

**Shore Is Keenly Fought
 From Heads of Pines**

October Home Will
 Be Opened Tomorrow
 Afternoon; Conference
 to Be Held in New York

**Allies Sweep Back Germans
 On 25 Mile Line in Flanders;
 11 Towns, 3,500 Men Taken**

THE ALLIED CAMPAIGN

Generalissimo has been
 victorious in the
 Flanders Campaign, U. S.
 Government Declares

**State House of
 U. S. Senate Will
 Be Opened Tomorrow
 Afternoon; Conference
 to Be Held in New York**

THE New York Trib-

une announces the ad-

dition to its staff of

Richard H. Lee, now

special attorney to the

Published by the Tribune Company, 410 Broadway, New York, N. Y.
 Entered as Second-Class Matter, July 16, 1879, under Post Office No. 363, Post Office at New York, N. Y., authorized for mailing at special rate of postage provided for in Act of October 3, 1917, authorized for mailing at special rate of postage provided for in Act of October 3, 1917, authorized for mailing at special rate of postage provided for in Act of October 3, 1917.

Advertising men know the constructive work so far done by Samuel Hopkins Adams. Those familiar with Richard H. Lee's ability can form a pretty accurate idea of what these two pioneers for truth in advertising can do working together. With Mr. Lee's coming September 1st, The Tribune will continue on even bigger and broader lines its fight for Truth in Advertising.



**A Tribute to the Mem-
ory of
CAPT. ROY B. STAVER
who died on
Tuesday, July 31st,
1917.**

In his 34th year.

He believed his friends to be the best of men, so counted among the best of men his friends.

A soldier and a gentleman unafraid.

And that was Roy as we knew him.

They called him "Mickey" at West Point because of his Irish face and wit.

They called him Captain on the border where he commanded Battery C of the First Illinois Artillery.

"The most valuable man at Plattsburg," so Col. Wolf said of him.

A big, clean, manly man—willing to assume any responsibility—to lead when leadership was needed.

He was buoyant, good-natured, enthusiastic about life and things worth while, above all a patriot almost fanatical.

A cosmopolite, who had traveled the world over.

Only when drawn out could you get him to tell of his varied adventures ranging from the South Sea Islands to the Great Northwest.

Those who knew him in the advertising business—those of us who were in his military training class—those who were in his battalion at Plattsburg, and presented him with a gold-mounted sword as he left for his last trip to New York, will not forget his magnetic personality, his great efficiency and his Irish smile.

He died the day before his commission as Major was to have been awarded him. He died with a great regret that he could not live to go "Somewhere in France." Not that he loved his wife and baby less but he loved his country too.

Just as he was about to realize the dream of his life—to which his Philippine campaign was but an incident—the Commander of them all sent for him.

Those who have heard his sharp staccato commands, which penetrated to every corner of the old 71st Regiment Armory, will do well to remember this one which he so often gave:

"Attention, men—there's work to be done."

would mean anything to him.

Probably the greatest stumbling block to the greatest number of contestants was the necessity of suggesting the meaning without making the word legally "descriptive." This is a subject which might occupy this entire issue of "Eveready Energy" without saying the last word about it. One contestant wrote us in a very bitter frame of mind that his words "Lytup," "Shynon," "Nyte-sun" and "Killdark" were much more suggestive of the qualities of Eveready light than "Daylo," and must, therefore, be much better words.

The judges could not consider these words favorably, although they were short and obviously easy to pronounce, for the reason that the meaning of each was too obvious and suggestive. A competitor might easily advertise his product as being a "night sun," or use the common spelling of any of these words to describe uses and service, thus deliberately confusing his products with ours in the public mind.

WORD IS NOT DESCRIPTIVE

This contestant did not realize that *mere mis-spelling does not prevent the name from being purely descriptive.* The courts have held many such words to be "descriptive" and unprotectable, and the Patent Office usually refuses to admit them for registry.

Some few contestants wrote us in anguish of spirit that the selection of the word "Daylo" itself was contrary to our contest rules, since it was made up of two common English words put together. As a matter of fact, it was the *putting together* of these two words that *saved* them from being descriptive. Separately, each has a well-known meaning. Together they make a word not descriptive and, therefore, *legally protectable.* Thus "Daylo" becomes an actual "coined" word. The meaning of the two separate words, each of which has a relation to the qualities of our product, met our requirements that the word should be suggestive—but not descriptive.

Why did we want the word selected to "suggest," in some degree, "the characteristics of the product?" Primarily to make it *easy to remember* and to retain its association with *our* particular kind of product.

Thus, it will be seen that the judges had no easy task in making a selection that would meet both our requirements and those of the Patent Office.

Still another test related to the pronounceability of the word as regards its arrangement of consonants and vowels. Words beginning with a vowel lack the staccato quality—the sharp, clean-cut crispness—that a trade name ought to have. It is true that the word "Uneeda" begins with a vowel, but spelt correctly it actually begins with a "Y." Just practice a few times "asking the dealer" for an Eveready "Oho." This word could hardly be shorter or simpler to read, but see how difficult it is to pronounce—so liquid and "breathy" that it simply doesn't "carry." This was true of any number of words beginning with vowels. And many that were fairly pronounceable contained nothing distinctive by which they could easily be remembered.

Still another stumbling block was the type of word which, while obvious as to meaning and pronunciation, might readily be corrupted into something ridiculous or disagreeable. Hundreds of contestants sent in the word "Nighteye," often spelt "Niteye." It never occurred to these contestants that some would-be wag might christen our light as "Nighty" and make us a laughing stock.

Another thing that worried some disappointed contestants was "Hylo," the trade name of a well-known electric bulb. They argued "Hylo" killed the significance of the "lo" in "Daylo," making our use of such a word a very bad selection. They never stopped to consider that our product—a portable electric light—is utterly different from an electric lamp, and that the advertising of "Daylo" will always associate the name with our product and its uses.

Naturally "lo" has a different meaning when coupling it with "hy." Such contestants placed too much importance upon the suggestive value of the name "Daylo." To us, the suggestive value is important only to the point where it helps the user to remember the name. The all-important thing was to get a name so simple, so easily pronounced and so clearly coined that the public might easily get the habit of saying it without making its common use destroy our legal rights.

SYSTEM USED IN JUDGING

As the contest entries were received (the daily mail ranged from 10,000 to 50,000 letters a day), they were sorted alphabetically according to the name suggested, not the contestant's name. It took four additional sortings merely to put the entries in alphabetical order and bring all duplicate entries of the same word together. That is, all "A" words were sorted down to the fifth letter, "ab," "abc," etc. So with each letter of the alphabet. This meant over 2,500,000 handlings of all contest entries.

Next, purely descriptive words barred out by the contest rules were put in separate files.

Except for these, all the words entered were then typewritten in alphabetical order, without contestants' names, for the examination of the judges.

Eliminations then began in line with the defined tests, a few of which have been described here.

Some unhappy contestant was mean enough to write us that we had selected "Daylo" because it was the "least duplicated" of any of the names submitted, and therefore cost us the least money! I only wish he could have seen for himself the 67,000 names of which only one entry was received. In fact, as a punishment, I would make him read them!

There were some mighty good names among the 67,000 non-duplicated words. But the judges had no means of knowing whether any given word was duplicated or not. They made their final selection, not knowing whether "Daylo" was

submitted once or one hundred times. We found it had been submitted four times, and we paid \$3,000 to each of the four fortunate contestants in accordance with our offer advertised last fall.

The company is well satisfied as to the benefits resulting from the contest and the value of the word selected. We realize that the actual value of "Daylo" as a trade name is largely up to ourselves. It must be advertised and merchandised for months and years to give it the publicity and common use that other famous trade marks possess. No matter what name might have been selected it could not "lift itself up by its own boot-straps!"

So far, so good. We have the name, and now we are going to put it across!

More Advertising Men in Government Service

ALBERT FRANK & CO.

William V. Schwarting, 9th Coast Artillery, N. G. N. Y.

Jacques H. Herts, same.

CLARKSON A. COLLINS, JR., INC.

James Lester Wall, Jr., Second Battalion, New York Naval Militia.

WM. D. M'JUNKIN ADVERTISING AGENCY

J. P. Rodie, 1st Sergeant, Q. M. C., Administrative Staff, Illinois N. G.

CURTIS PUBLISHING COMPANY

J. B. Woodard, American Ambulance Corps.

"COLLIER'S"

Carlyle N. Montanye, U. S. N. Hospital apprentice, Newport, R. I.

W. F. LONG CO.

W. F. Long (pres.), Royal Flying Corps of Canada.

DORT MOTOR CAR CO.

Ralph B. Dort (adv. mgr.), Marine Barracks, Paris Island, S. C.

ST. LOUIS ADVERTISING CLUB

Griffin McCarthy (mgr. Better Business Bureau), Sergeant in Section 96 of U. S. A. Ambulance Corps, Allentown, Pa.

George Gayou (sec'y.), same.

New House-Organ in Lace Trade

The first number of *The Window*, a house-organ published for their trade by George H. Hees, Sons & Co., Ltd., Toronto, and devoted to lace curtain interests, has recently been issued.

The Age Limit for Advertising Men

Is There One, and if So, Why?

By Forty-Four

THE plight of the middle-aged man is being relieved in some measure by the necessities of war. Here and there the door of Employment is being opened to him—temporarily, reluctantly, and not very widely, but still, opened. As was reported last week in *PRINTERS' INK*, the Pennsylvania Railroad, faced with the loss of many young men who must join the Army, has suspended, for the time being, the regulation covering the age limit for employment. From now on men who have passed the age of forty-five will not be barred from being hired. They will be taken on for the duration of war and for a period of six months thereafter.

This has set me wondering whether any such change will come about in the world of advertising. Will the middle-aged man be a little more welcome than hitherto? Will he be thrust aside less hastily in favor of the ambitious youth just left college?

What, I have often thought, is to become, a few years hence, of those thousands of bright young men who now are busy planning campaigns, making lay-outs, writing copy, and otherwise disporting themselves in our advertising departments and agencies? Some day they will reach the advanced age of forty and most of them are likely to live quite a few years more than that. I have concerned myself regarding their fate subsequent to the time when they must needs make way for the rising generation. I know but few of them can become Presidents. Not many retire on the fortune they have saved.

My fears are not mere foolishness. They are based on observation in many quarters, which has shown me that the man turned forty is *rara avis* in the world of advertising. I seldom come across one, and when I do my heart goes

out to him in sympathy. I wonder, as I often do about myself, how he has managed to avoid the grave perils that come with the final passing of youth.

Here am I, at forty-four, associated with an advertising agency and the oldest man of the bunch. A veteran of thirty-eight is the senior of the others, most of whom are dapper young fellows with beautiful clothes and lots of hair. Nice boys, all of them, but I am a little suspicious that when out of hearing they refer to me as "the old man." It is true that there is nothing decrepit about me. My health is robust and my 200 pounds weight has not overmuch "too too solid flesh"; but the damning fact remains that I am forty-four and look it.

I did not think much of this age question till a few months ago, when I first came into contact with more advertising men than there had been occasion for me to meet hitherto. It did not, in my last job, held for so long that I grew weary of it, occur to me as singular that I should still be actively engaged in advertising work though more than forty and older than any of my associates. But now that I move about and have my being in the realms of youth, my years have become a matter of serious reflection.

Wherever I go it is the same— young men, elderly young, but seldom early middle-aged. The other day I had to make myself acquainted with the advertising manager of a world-famous manufacturing firm of old standing. Now here, thought I, is the probability of my meeting a man whose bearing has that recompense of dignity which a respectable total of years alone can give. But not a bit of it. He was a youngster of about twenty-eight.

Though I myself still linger on the stage, doubtless an object of

compassion to many a "copy expert" young enough to be my son, I cannot doubt that there is an age limit, in effect, if not in deliberate intent. And I wonder why!

What is there in copy preparation, any more than in any other kind of writing, that it cannot be undertaken satisfactorily by a man who has lived more than one-third or one-half of his adult life? Why should advertising be the only profession which has practically no use for the man of fifty? No one is prejudiced against a doctor, lawyer, minister, author, banker, editor, president, scientist, artist, military or naval officer, engineer, or statesman because he is no longer in the thirties. Just the opposite. The BIG work of the world is done by the middle-aged and old men. The work that calls for the most tremendous mental strain—the governing of states and empires, the creating of armies and navies, the fighting of battles that shake the earth—is not entrusted to youths, but to men of great experience who have learned wisdom and skill in the course of strong activities covering a long period of years.

Do I hear some ruthless champion of "red-blood" and "punch" remark that those qualities become feeble at about forty? Nonsense, my dear sir; nonsense. Lloyd George and Roosevelt, both well on in the fifties, have each enough "red-blood" for a thousand copy-writers. Pershing and Haig have "punch" in plenty and they are well past the half century mark. And of all the German battering rams, Hindenberg, upwards of three score years and ten, has shown himself to be capable of delivering the hardest blows. This is no boys' war we are in.

Perhaps I am prejudiced, but I hold fast to the belief that the scrapping of the middle-aged means the foolish waste of much of the best material the advertising world possesses. Perhaps new business conditions created by military exigencies will make this clear in quarters where doubt exists.

"Moxie" Wins Against "Proxie"

The Moxie Company used newspaper space last week to announce the decision of the Examiner of Interferences of the U. S. Patent Office respecting the objection filed by the company against the registration of the word "Proxie" for the name of a non-alcoholic beverage.

"Proxie" was the name proposed for registration by The Wacker & Birk Brewing & Malting Company, of Chicago. In sustaining the Moxie Company in its contention that the proposed mark would cause confusion, the decision read:

"It is clear that the marks—that is 'Proxie' and 'Moxie'—are so nearly alike as to cause confusion and mistake in the minds of the public. In the case of 'Moxie' versus 'Modox,' 153 Fed. Rep. 476, the Circuit Court of Appeals held 'Moxie' was infringed by 'Modox.' Certainly these words are not so nearly alike in sound and appearance as 'Moxie' and 'Proxie.' As has so often been said, it is difficult to understand why a new comer in an established line of business selects a mark quite like that of a well advertised mark, if he really wishes to distinguish his goods from those of a competitor. There is no necessity for so doing. The field of distinctive marks is limitless, yet the applicant has apparently selected a mark as near like that of a known and extensively advertised mark in the same line of business as it was possible to do and avoid exact duplication."

New Magazine Announced for New York

The B. C. Forbes Publishing Company has been formed in New York city, with B. C. Forbes as president and Walter Drey as vice-president and treasurer, to publish a new fortnightly periodical called *Forbes Magazine*. The first issue will be out next month.

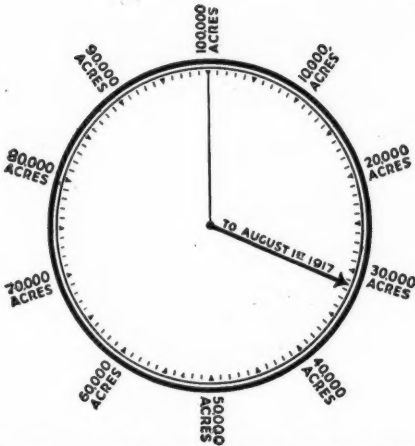
Mr. Forbes has contributed articles upon business and finance to various newspapers and magazines for a number of years. Mr. Drey has been vice-president and general manager of the *Magazine of Wall Street*, and was previously president of the A. M. Sweyd Company, New York advertising agency.

Toronto Papers Raise Prices

Commencing August 1, the six Toronto dailies, *Globe*, *Mail* and *Empire*, *World*, *Star*, *Telegram* and *News* advanced their subscription prices to \$5 per year delivered by news carriers and \$4 by mail. Street sales-price will be two cents per copy. With the single exception of the *Globe*, which advanced to \$4 on May 1, all these papers have been selling at various prices ranging from \$1 to \$3 per annum and one cent for street sales.

The Sanctuary Dial

Travels fast



These voluntary donations of land for sanctuaries represent many thousands of individual pledges filled out, signed and mailed to the editor of THE JOURNAL by subscribers and readers.

Since last showing, July 20, the Sanctuary Dial has advanced from less than 12,000 acres to nearly 32,000. Signed pledges are steadily coming in at the rate of more than 2,000 acres daily.

In other words nearly three and a half square miles of land are volunteered every 24 hours for Bird Sanctuaries by JOURNAL readers, in every State of the Union.

The impressive thing, to us, is not the acreage but the alacrity of response. Rarely, if ever, has an editorial appeal met with such instant and friendly recognition.

Which proves once again that subscribers of THE PEOPLE'S HOME JOURNAL are unusually responsive to ideas that advance the nation's welfare. Proves, too, that the JOURNAL exerts a home influence which is definite, demonstrable and dependable.

THE PEOPLE'S HOME JOURNAL

NEW YORK

A Magazine for Every Member of the Family
ESTABLISHED 1885

THE news-stand sales for the August issue of Good Housekeeping reached a peak which is the highest in the history of the publication—101% greater than August a year ago.

Now it's Good Housekeeping—
"The Magazine of the Hour"

Forms for October
Close on August 15th

How Shall Employers Care for Employees Who Enlist?

Practice of Large and Small Firms—What Canada and Great Britain Have Done

SMALL manufacturers in various lines are more or less disgruntled because large manufacturers in the same lines are obtaining what they are pleased to term "free advertising" by the expedient of making provision for the dependents of their employees who may enlist for war service in the Army or Navy.

This is one of the reasons why the Chamber of Commerce of the United States has recommended that employers throughout the country should go slow in formulating a policy with respect to "war payrolls," but should, pending a general understanding on the subject, make only temporary commitments to the dependents of their employees who enlist.

An official of the National Chamber stated that he believed the day is not far distant when this whole question of the care of Army and Navy dependents will prove a thoroughly live issue in business circles.

At the present time, according to the outcome of an investigation by PRINTERS' INK, manufacturers and advertisers are distributed in allegiance among three different policies. First, there are the firms that are paying full salaries to employees that have enlisted. Second, are the concerns—likewise, as a rule, wealthy corporations—that are manifesting their patriotism by turning over to the dependents of former employees the full amount that would be received in wage or salary by each respective employee, less the amount that worker is now receiving from the Government as army or navy pay.

In the third class are the smaller manufacturers who are making no allowance to the dependents of former employees, not because they would not prefer to show such generosity but because the profits of their business enter-

prises will not permit of what is, in effect, double expense. It is, however, only partly in the interest of the smaller manufacturers that a special committee of the National Chamber of Commerce recently recommended that this entire problem should be treated as a national obligation and that the Government enact legislation providing for reasonable "separation allowances" for dependents, basing such allowances on the number of dependents in each family affected.

Such investigation of the problem as has thus far been possible seems to indicate that an effect exactly the opposite of that anticipated may result in the case of employers who calculated that they were, in a sense, establishing a claim to the services of valued employees after the war by continuing full or partial salary payments during their absence from duty. It has been the experience of firms in Great Britain and Canada that soldiers in the trenches indulge in the most intimate exchanges of confidence, and that as a result of the comparisons of the allowances by employers discontent rather than satisfaction is apt to result.

PLANS IN FORCE ABROAD

American business men who must solve this problem or who, for their own sake, must urge the Government to solve it, may be interested in the systems that have been developed under Governmental auspices in Great Britain and Canada. In Great Britain there is a separation allowance for the dependent family. The wife receives from the Government an allowance of so much a week, to which is added an allotment of so much a week out of the husband's military pay. The government makes an additional allowance for the first

child, so much for the second, and so much for every other child in the family.

In Canada, army and navy dependents have three sources of income to draw upon, all independent of any stated allowances by employers in their individual capacities. First, a portion of the pay of each soldier or sailor is sent home to those dependent upon him, the percentage of this deduction being determined by individual conditions. Second, the Government makes a separation allowance—a flat sum regardless of the size of the family—designed to enable dependents to approximate the pre-enlistment maintenance standard. Third, there is a National Patriotic Fund, raised by voluntary public subscription and distributed by a corporate organization which takes care of unusual or needy cases.

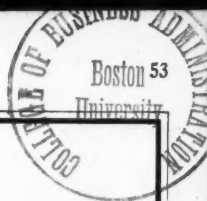
CONTINUATION OF WAGES MAY LEAD TO DISSATISFACTION

This whole subject of the care of army and navy dependents has for advertisers a material aspect which need not be ignored in considering the patriotic and sentimental side of the question. The business angle involved is that which concerns the scale of living which army and navy dependents are enabled to maintain—their status as consumers of advertised merchandise. It may be true, as has been argued, that enlisted men in the ranks neither need nor desire remuneration in addition to their service pay for the simple reason that they have little or no opportunity at the front to spend money for either necessities or luxuries, but no such logic applies in the case of the dependents at home.

Indeed, it was found in Great Britain and Canada that no small share of the dissatisfaction that developed when employers showed generosity toward the dependents of former employees was due to discontent over differences in the standard of family maintenance—dissatisfaction that was communicated via letters to the men in the trenches.

Investigators on the staff of the U. S. Chamber of Commerce have even discovered that the employer who endeavors to do the fine thing by taking care of the dependents of former employees may unwittingly be encouraging extravagance of expenditure on the part of such dependents, all because of a disposition on the part of the average employer to gauge the pre-enlistment maintenance standard of the family by the weekly pay envelope of the wage earner. It is claimed that an employer usually has less information than anybody else as to what proportion of the pay envelope has been going from each wage earner to his family and yet, as may readily be surmised, this must be taken into account if it is desired to continue a family on just about the same scale of living to which they were accustomed before the war.

The question of the care of army and navy dependents here in the United States has direct connection with the war status of life insurance and benefit insurance—a big subject in itself with an important advertising end. In certain localities in Canada families of enlisted men are protected by life insurance, the premiums on which are paid by the municipalities in which the soldiers resided at the time of enlistment. When the plan was followed in Toronto of paying the amount of such insurance to the beneficiary in one sum it was found that it led to such extravagant and ill-considered disbursements that the programme had to be changed to provide, in most instances, for monthly payments. The problems relative to the care of army and navy dependents have also opened up the question of the assurances to be given by employers regarding the re-employment of men who enlist. The special committee of the National Chamber of Commerce, of which F. A. Seiberling is chairman, has recommended in this connection that no individual firm or corporation should make a definite, irrevocable promise to restore men to their old positions.



TO POSSESS a thorough understanding of the sales-manager's problems from a *business* standpoint; to intelligently grasp the advertising manager's ideas; to have the ability to accurately interpret ideas, and the knowledge of *how* to meet requirements; these are the first necessary factors of an acceptable service in the creation of effective sales literature.

Add to these factors co-ordinate features of complete organization and plant equipment for the handling of all details of production,—and an actually competent service is assured.

ROBERT SMITH COMPANY

Effective Direct Advertising Service

LANSING, MICHIGAN

Louisiana

(TELL THE BOY TO FLE

This Year Louisiana Will Produce

\$ 55,000,000 in Sugar.
35,000,000 in Corn.
30,000,000 in Cotton.
20,000,000 in Rice.
14,360,000 in Other Crops.
25,000,000 in Oils and Minerals.
80,000,000 in Lumber.
140,000,000 in Manufactured Products.

Port of New Orleans

Annual Imports \$ 92,000,000
Annual Exports 266,000,000

Jobbing and Manufacturing

Annual Volume \$1,128,000,000

New Orleans Has 1000 Factories

Annual Output \$140,000,000
Annual Pay Roll 15,000,000

Crop Acreage

Louisiana 3,500,000
Mississippi 6,500,000

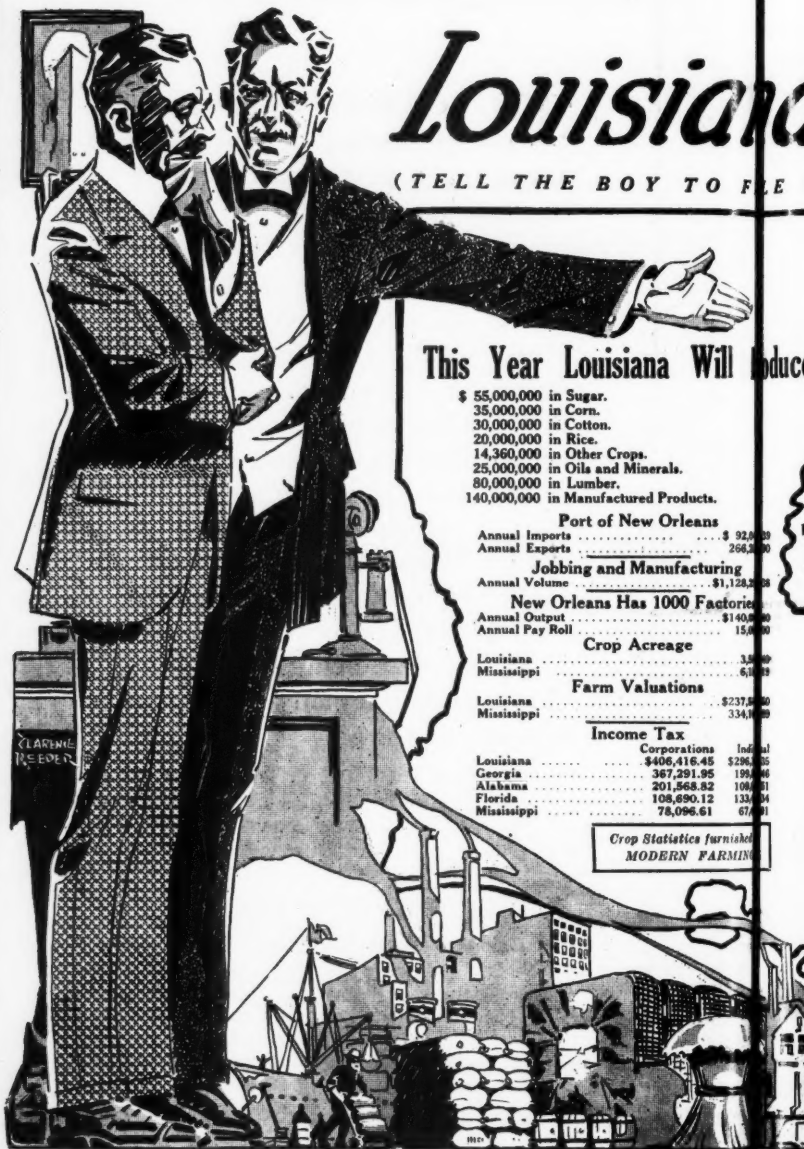
Farm Valuations

Louisiana \$237,000,000
Mississippi 334,000,000

Income Tax

	Corporations	Individuals
Louisiana	\$406,416.45	\$296,000.00
Georgia	367,291.95	199,000.00
Alabama	201,568.82	109,000.00
Florida	108,690.12	133,000.00
Mississippi	78,096.61	67,000.00

Crop Statistics furnished
MODERN FARMING



Louisiana's Callin' YOU!

OF THE THIS IN THE LOUISIANA ENVELOPE

Will Induce:

Get out those Fall schedules again—make sure that Louisiana's listed. Never mind past performances or prospects—a new crop of Opportunities is ripe in our field today. Louisiana has 100 millions more spending money than last year.

The Spirit of Success has hit New Orleans. Live dealers are on their "toes"; co-operation is in the air; people are buying bigger and better than ever before; retail business shows 25 to 35% increases the last six months!

THE NEW ORLEANS ITEM

through its Plan and Promotion Department will gladly assist in placing your products upon Proper Shelves and THE ITEM FAMILY (according to A. B. C. census more than 55,000 daily and more than 70,000 Sunday) will surely see that they're taken off promptly.

New Orleans Banks

Clearings January 2 to June 30,
1917 \$879,663,835.98
Increase Over 1916, 48½%

Estimated Daily Average Cash in Banks

1916 \$85,000,000
1915 72,500,000

New Orleans' Subscription to Liberty Loan, \$11,450,000

(Between Seven and Eight Millions Were
Asked)

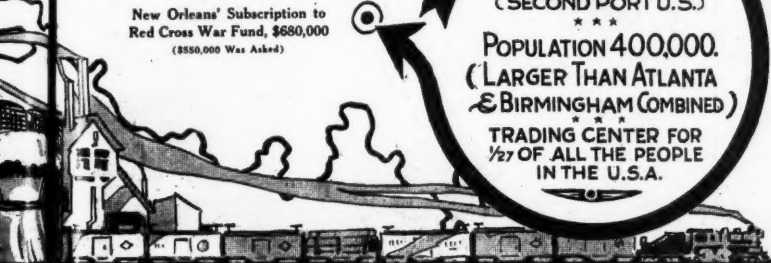
New Orleans' Subscription to
Red Cross War Fund, \$680,000
(\$550,000 Was Asked)

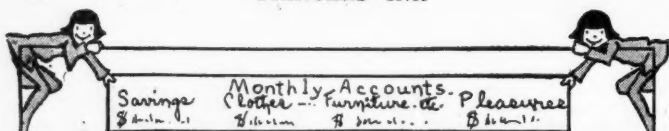
NEW ORLEANS.
(SECOND PORT U.S.)

POPULATION 400,000.
(LARGER THAN ATLANTA
& BIRMINGHAM COMBINED)

TRADING CENTER FOR
1/27 OF ALL THE PEOPLE
IN THE U.S.A.

Turnished
FARMING





The Question of Family Incomes

MANY an advertising sale is lost because the publication cannot show family statistics that meet with the advertising buyer's approval.

In this connection it is of decidedly important advertising interest to know the income, per family, statistics of **EXTENSION MAGAZINE**, as compared with the average family incomes throughout the United States.

Annual Income	EXTENSION MAGAZINE	Average American Family
Under \$1,200	23.8%	73.60%
\$1,200 to \$1,800	22.1%	10.40%
\$1,800 to \$3,000	26.3%	9.20%
\$3,000 to \$6,000	21.2%	4.5%
\$6,000 to \$15,000	5.8%	1.70%
\$15,000 to \$60,000	0.7%	0.465%
Over \$60,000	.1%	0.045%
	100%	100%

Surely such a distribution of buying power as this that **EXTENSION MAGAZINE'S** circulation analysis shows is exactly what the advertiser has been looking for. Mind you, **EXTENSION MAGAZINE'S** readers comprise the most intelligent and most comfortably situated proportion of America's 17,022,879 Roman Catholics.

New advertising rate goes into effect October 1st. There is still time to make reservations at the old rate.

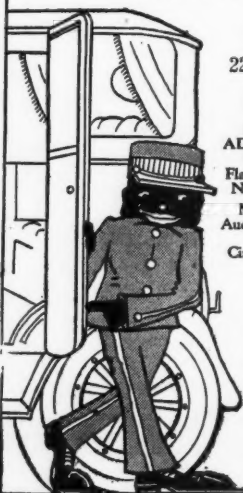
EXTENSION MAGAZINE

America's Leading Catholic National Monthly

GENERAL OFFICES:
223 West Jackson
Boulevard,
CHICAGO

EASTERN ADVERTISING OFFICES:
Flatiron Building
New York City

Member
Audit Bureau
of
Circulations



What Happened to an Idea

A True Story, with Several Morals

By a Commercial Art Manager

CHAPTER I

THE ACCOUNT IS LANDED

"AND now," said the Copy Chief, with a quick smile leaping into his earnest eyes, "we must submit a full page, *Post*, to be run next month. Mr. Smith, you have been out to the factory and understand their ideas; collaborate with our art manager and have sketch and text ready at the earliest possible moment. I have the solicitor's word for it that this client intends almost to double his appropriation next season. He likes snappy, original stuff. Do yourself proud."

And so saying, the Copy Chief rang for Golf-bag 36 and was soon lost to view in a cloud of dust.

Will the reader allow us to digress at this point in our narrative? The Ad-Lover Advertising Agency had but recently "landed" the account of the Mile-eater Six, an automobile selling for \$1,200 F. O. B. Detroit, including mud-guards and orchid-holder. Previous to this momentous event, the nine or ten other agencies handling it at various times had played tag with their pet ambitions.

But the wily old bird had come home to roost at last—to the "one agency in the world qualified to render service and practical sales help."

The usual course of procedure had been followed during the opening months—that is, ten sketches submitted to get one

"through," and other little pet economies dear to the advertising profession. Things seemed to be progressing nicely and everybody was happy.

But to return to our story—

It was a sweltering summer's A. M. when Mr. Smith, the copy-writer, walked across the threshold of the agency's art department. Who could have foreseen what was destined to follow that apparently insignificant act! Ah, well—Fate and Fate alone, directed the events which we shall



THE ORIGINAL IDEA WITH WHICH OUR HERO WAS INSPIRED

shortly set forth on these pages.

"Lend me a cigarette, Phil," said Smith, casually, as he walked up to the art manager's desk. A little ray of sunlight, filtering through a nearby window, fell full

upon the rejected idea-sketch that lay on the dusty blotter.

Our Hero turned, quickly, aware of some uncanny presence.

CHAPTER II

THE BIRTH OF THE IDEA

"Let's get together on a scheme for this full page Mile-eater Six ad, old chap!"

So spoke Smith, the copy-writer.

Our Hero glanced up.

"How much space for the picture?" he inquired, with that nonchalance for which men of his caliber are noted.

"Go as far as you like," was the tense reply, "the more illustration, the less I'll have to write. In a conference yesterday, the Old Man said he wanted something extra fine. Got time to talk it over and lay out a scheme?"

Our Hero was built of no common clay. His brow wrinkled.

"Smith," said he, "you know I'm not in favor of going at a job this way. I want time to study the proposition—think it over. Come in to see me to-morrow and I'll have some ideas.

"That suits me," his companion responded, brightening perceptibly, "I had an engagement to shoot a game of pool, anyhow."

Morning dawned!

Our Hero had not been idle. Far into the night he had collected competitive advertising; had studied the Mile-eater catalogue and interviewed automobile-row experts. He was a conscientious artist, if you know what that means. He believed in assimilating the ground-floor facts of the case before letting it come to trial.

And so, when Smith came into the department that bright, sunny morning, to borrow another cigarette, he found the art director's desk covered with wrapping paper, sharpened pencils and automobile data.

"I have a real idea for your client," our Hero exclaimed, his cheeks burning with inspired enthusiasm.

"Spill it," Smith replied with

dignity, "but, get this, old top; it's gotta be something new and different."

For answer, our Hero made a rapid sketch on a piece of the wrapping paper. His deft, well-trained fingers worked with remarkable sureness.

"I reason it out this way," explained the art director, as he completed the last few strokes, "the car is a 'class' proposition, with beauty of lines; its electric gear shift is a strong talking point, since women folks can operate the Mile-eater with ease; all clutches dispensed with. Its builder was really the inventor of this type of motor. Therefore this scheme for a series of advertisements—I believe I understand you to say that there would be at least ten."

"Righto."

"First off, we have a border composed of units of the trade mark. Note that our eagle is part of the symbol. We have conventionalized the decorative wings and created a border distinctively Mile-eater. A facsimile of the trade-mark proper, in legible size, is placed at the bottom, center, breaking slightly into the design. This is for balance.

The copy-writer nodded, as if with understanding.

CHAPTER III

SIGNS OF A GATHERING STORM

"We now come to the main illustration," continued our Hero, who by this time was wrapped up in his subject. "In order to be absolutely sure of the details of the car, our own photographer was sent, with a machine, to the foot of the Fort George Hill. The Mile-eater behaves handsomely on hills—gears easy to shift, response immediate. She does that piece of ground on high. So I had a snap made as she was just rounding the corner on her trip up and the composition and perspective were so arranged as to give a faint indication at the top of the advertisement of the crest, and one or two buildings. This for height. You receive an immediate impression of the distance

and grade to be negotiated, under adverse circumstances."

"Lemme have another Turkish, will ya?" broke in Smith languidly.

"We will use this photograph as the basis of our drawn illustration, but here is a new kink to the idea. Sometimes people doubt an artist's rendition. They can't doubt a photograph, yet the drawn picture is invariably more artistic and interesting. In each one of these ads we will run a small, inconspicuous half-tone reproduction of the original photograph, with a word or two of explanation, frankly telling the reader that two units are presented—the genuine photo and the artist's idealized conception of it. These photo inserts need be no more than one inch square; they will not eat up space, and I really think the scheme is new. It just gives an extra added point of contact with the reader."

Smith examined the rough layout and while his lips moved, as if to speak, he said nothing.

"No automobile campaign has as yet used a trade-mark figure," continued our Hero. "It is virgin soil in that respect. Phoebe Snow helped to unify Lackawanna advertising. She is not undignified. I propose, therefore, two typical figures to use throughout the series—always the same two—a car owner and his wife. They are to be bright-faced, happy, optimistic Americans, and so handled as to be immediately recognized from ad to ad. We know from experience that trade-mark figures are a business asset. Here's a chance to put over the biggest thing in motor car publicity in years.

"For technique I have decided to use this stunt—what the client wants is to emphasize the lines of the car, its length and 'suppleness' and all that. Well, by drawing the car in contrasty blacks and whites, all brush marks drawn from left to right, with no up and down tendency, we will emphasize this talking point. (Here our Hero illustrated his idea with a few deft strokes of his pencil) even the background may thus assist in 'lengthening' the car. It



FIRST OF ALL THE PHOTO INSERT WAS TAKEN OUT, AT THE COPY CHIEF'S SUGGESTION

will be a sort of optical illusion. Moreover, I promise you a strikingly original treatment. And, get this—wherever the machine is shown in motion, the technique will intensify speed—whoop it up. Lastly, see how I have banked the text to the right. It fits naturally into the Fort George Hill Road. No mortise for reading matter could be more ingenious. Then to emphasize the electric gear shift, I have drawn a delicate gray arrow from the steering

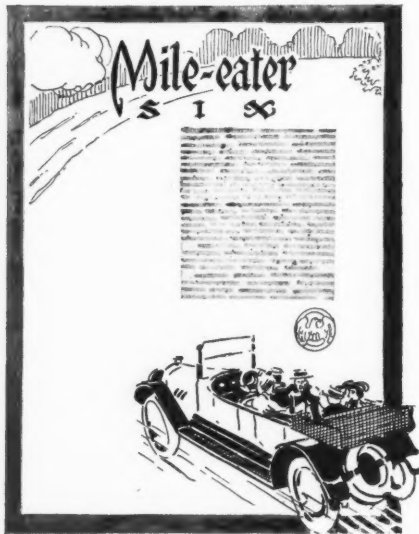
wheel to the margin border, and by indenting the latter I have a natural place for exploiting another sales feature. What do you think of it, old man?"

"Purty good," answered the copy man. "Draw it up for submitting and I'll write my copy." But he frowned as he said it.

CHAPTER IV

A BOLT FROM THE BLUE

Two days later. Our Hero



THEN THE GEAR-SHIFT DRAWING WAS REMOVED AND THE BORDER WIDENED AND MADE LESS ORNATE

smiled as he saw on the desk before him in the art department the finished preliminary sketch for the Mile-eater Six. It was all neatly tissueed and super-covered, and its creator, after a last critical glance, saw no room for improvement. A student of advertising designs for twenty-five years, he saw in it a superlatively efficient production. Every requisite—every merit was there.

And so it transpired that the Big Idea went forth on its long

journey. Smith called for it in a few moments, and our Hero's masterpiece went to the highest tribunal of the copy department for criticism.

"Mr. Art Director, we want to make a slight change in this sketch you have prepared for the Mile-eater Six. Bully design—one of the best you fellows ever turned out—but this change is made necessary by conditions."

It was the Copy Chief himself who spoke, and the conversation took place at this gentleman's desk on the following day.

The preliminary sketch was spread out between the two men.

"I refer to the photographic insert," Mr. Copy Chief continued. "You have suggested it as a sort of initial letter. Better take it out altogether, then slip your display name up to the top, right over the scene. It will economize space and we'll need as much as we can get. A caption can go in that same place."

"But," remonstrated our Hero; "the photo is a part of the idea—a very important part. I explained that all to Smith. We went to great trouble and expense to secure the print. It was snapped

at Fort George Hill. I wanted the reader to see that his drawing, in idealized form, was inspired by genuine copy."

"Yes, it's a deuced clever stunt, but we need the space. You have the scene once—that's enough."

"Then it's imperative?"

"Yes—superimpose the caption, as I said a moment ago. You have a fine ad, old man; that little change won't make any difference."

(Continued on page 69)

Merchandising Three Million Dollars' Worth of Magazines

A real distribution plan for magazines which grew out of a half-million-dollar loss in circulation schemes.

First published account of a plan and an organization worth investigation by every business man who deals with problems of distribution.

By James H. Collins

JUST for a moment, imagine yourself in a new job.

You have grown up with a concern that manufactures forty-odd different products, all bought regularly by millions of consumers. Your house has been doing business successfully for forty years.

The organization has developed a new article of merchandise.

Your new job is to distribute that new article to the public.

Then, for three or four years, you work hard and honestly, and your associates are very patient with you, and everybody, including yourself, expects presently this new product will go—big!

But you fail!

Plenty of people have shown that they really want this thing. Nothing wrong with the merchandise. Yet you cannot reach consumers in the right way. Even when you do sell, there is no profit, but a loss instead. You are a liability, not an asset. Every sale you make is an expense, not a source of revenue.

In all the years of your concern's experience such a failure has never been known. Imagine how you feel when the fellows who sell its other products extend their sympathy!

An interesting predicament!

How would you go to work to get out of it?

It really happened, and the way the difficulty was surmounted, and effective distributing machinery built up, makes instructive reading for every man interested in distribution—and what business man is not?

* * *

The house is the David C. Cook Publishing Company, of Elgin,

Illinois, and it has now been issuing periodicals mostly for Sunday schools for nearly half a century. Its plant at Elgin covers thirteen acres, and ships ten tons of mail every day to four million customers.

About ten years ago, the Cook organization did something which was a logical development of its activities.

A clearly defined and general demand on them by its clientele made it enter the general periodical field with a monthly publication called *Mother's Magazine*.

This was a new piece of goods, so to speak, and planned to meet a very definite market need that had become manifest in thousands of voluntary letters.

Motherhood is about the biggest fact in a woman's life. But there seemed to be no magazine that attended to it as the main issue. Plenty of magazines for *women*, with fine paper and printing, wonderful covers and stories, and so forth, but none that gave sound information to women bringing children into the world, and raising them. *Mother's Magazine* was planned to meet this need. Instead of fancy covers and twenty-five-thousand dollar serials, it spent money to get for its readers, free of charge, through an inquiry service, the best technical counsel obtainable on all questions pertaining to children.

From the standpoint of demand and supply, there was never any doubt about its success.

Nor was there much difficulty in getting subscribers.

During eighteen months, something like 360,000 were secured, and by the end of its fourth year

(Advertisement)

the magazine had a circulation of nearly 400,000.

But these subscribers were unprofitable because the method of getting them followed familiar ways of getting circulation quickly, premiums, short-term offers and the like.

But the net return to the house was only ten or twelve cents, and that did not cover cost of manufacture.

Then the magazine field was suddenly agitated by a whirlwind, the so-called "installment scheme," devised by ingenious promoters who offered to obtain subscribers by the hundred thousand for any publisher who would quote a very low rate. To aid in selling, this circulation was to be taken on a system whereby the subscriber paid part of the money down and so much a month later, as the magazine was received. The fundamental idea was good, but the execution of it was—well, it was not right. Many publishers entered into contracts with the promoters, who combed the country with crews of smooth canvassers, got hundreds of thousands of subscribers, claimed their payment from the publishers, and then forgot to make further collections. Publishers lost so heavily that some were ruined. *Mother's Magazine* was in this scheme, and got 173,000 subscribers that netted—five cents apiece!

At the end of the fourth year it was found that all circulation obtained up to that time netted not more than eight cents per subscriber.

Then the man who was running *Mother's Magazine* had to sit down and do some hard thinking.

This man was George E. Cook, a member of the Elgin publishing family, and an officer in the company.

Out of his thinking and his hard experience grew a plan and an organization.

The plan was not particularly original. For he made it by putting together some of the things that the house of Cook had been doing for years and some of the things that the circulation

schemers had promised to do, but had left undone.

The organization, however, is mostly original—and it is the organization that really counts, for it keeps the good plan working right.

* * *

For six years now the Cook organization has been distributing magazines, with better results to publisher and reader.

It has distributed them as other merchandise is distributed, improving on cumbersome and uncertain methods which have been followed in the publishing business as a matter of precedent.

Under the Cook plan the publisher gets in net cash a higher percentage of the price actually paid by the reader than he secures through any other method of distributing his product.

Experience has demonstrated that the Cook plan is the most certain, economical and natural way of distributing magazines, while in character of circulation it gives decided improvements.

* * *

Having spent five hundred thousand dollars in efforts to build circulation by the methods that magazine publishers follow, Mr. Cook paused for a while to study those methods, and see what he had been trying to do.

He found he was paying the news companies a profit on every copy they handled because the vendors make as much on the copies returned as on the copies sold, but there is no nourishment to the publisher in returned copies.

Furthermore, newsdealers are seldom good merchants and at best they reach only a small part of the total population.

There was no trouble in getting pay-in-advance subscriptions but the cost of getting them, on the familiar competitive basis, was prohibitive to a publication depending upon its income from subscriptions to pay the cost of production.

Mr. Cook's investigations convinced him there is not a publication of large circulation whose actual net on subscriptions pays

(Advertisement)

one-quarter of the actual cost of manufacture, and that most of them do not pay one-tenth of the manufacturing and distributing cost.

To his amazement Mr. Cook was unable to find any actual figures to prove or disprove his estimate, either in his own organization—the *Mother's Magazine* has 200,000 pay-in-advance subscriptions—or in the others investigated.

The *Mother's Magazine* is published for its subscribers and not for advertisers. Like the other Cook publications, it was founded on the theory that the subscribers should pay the cost of production and a fair profit beside.

When subscribers paid the full price asked, and liked the book so much after they became acquainted with it, why did it cost so much to get the initial subscription, Mr. Cook asked himself.

Why did *The Mother's Magazine* lose money on subscriptions while the other publications the Cook organization had been publishing for forty-odd years depended upon subscriptions to meet all charges and yield a profit beside?

Why did circulars inviting the public to subscribe to the Cook publications bring 40 per cent returns, without premium or price inducements, while those sent out by *The Mother's Magazine* brought the 1 or 2-per-cent returns usual on such efforts?

There was just one fundamental difference between The Mother's Magazine and the other Cook publications. The Mother's Magazine was the only one which asked the subscriber to pay in advance.

The Cook organizations always had taken it for granted that the public is honest and 95 per cent of the public proved it was so.

George Cook reasoned it out in this way:

"The American people live and think, buy and sell, eat and drink in the present. They don't want to wait for their goods. They don't want to pay in advance, if it can be avoided. They prefer to receive their part of the bar-

gain first, which is a normal desire—as natural as their tendency to honesty and fairness. The reason for this is, that they are more certain of their own honesty than of mine. Other commodities are sold on credit, or at least delivered before payment is demanded. Apparently no producer of anything but magazines has the hardihood to ask his customers to pay cash a year in advance. Maybe that is why magazines are so hard to sell at a profit!"

Out of this reasoning grew the Cook circulation plan, which for eight years has been the basis of the largest and most successful subscription business in the world.

During that time the circulation of *The Mother's Magazine* has been increased to more than 550,000, with the net price received by the publisher covering actual cost of manufacture, instead of showing a loss.

During the same time the Cook organization has merchandised more than a dozen other magazines of the first class and wide circulation. In one case the organization has paid in advance for fifty thousand dollars' worth of subscriptions wholesale. It has sold the subscriptions and made money. The consumer has benefited and the publisher has netted a better price for his magazine than if he had retailed it himself through any of the accepted circulation schemes.

During these eight years those connected with the Cook circulation didn't talk much about it. The plan and the organization had to be perfected, its success proven, and it was not wise to risk having the whole idea assailed by circulation schemers who had not the capital nor the conscience to work it out on a business basis.

When its success was established beyond all question, this success kept Mr. Cook and his associates so busy they did not have time to explain what Cook circulation really is.

Because publishers had been accustomed to sell for future delivery instead of for cash on

delivery, the new Cook circulation method was dubbed "installment circulation." It was assumed that people who bought magazines on this plan were strange and curious creatures apart from the rest of the world.

But, argues Mr. Cook, if the custom of paying each month for what you buy that month is an installment business, and if the people who follow this custom are a race apart from those who pay in advance for something that will be delivered to them twelve months later, then the assumption of those who attack Cook circulation may be correct.

But the real trouble is that Cook circulation is not wholly understood. It is time that the organization and its working should be explained.

* * *

The Cook organization has twenty-nine branch offices covering the whole country from the Atlantic to the Pacific—formerly there were fifty-five—each in charge of a district manager.

The district managers organize their own sales force and collectors. From the central office are sent out traveling auditors who do much more than check up figures, special organizers, and, when occasion demands, secret service men.

The time was when these secret service men were kept busy dealing with subscription crooks that infested the country, but now most of these mean swindlers have been eliminated by the Cook men, irrespective of the magazine they used as a bait.

The district managers are recognized as important men of affairs in their community, members of the board of trade or chamber of commerce. They are recruited from other lines as a rule and trained in the organization. They earn from \$50 to \$125 a week.

Each branch manager is under bond. He banks the receipts, pays his employees, lays out territory, keeps his selling force up to the standard both as to their quality and their numbers.

While the branch manager re-

ceives a small commission on each subscription, this is more than offset by his overhead. *His real income is from the collections, not the initial subscription.*

Within the rigid rules laid down by the organization the branch manager is an independent executive with absolute freedom.

He organizes his crews, each under a crew manager. An average crew is made up of six solicitors.

The solicitors are not high-class salesmen. They are good, dependable men who live in the territory where they work and who earn from three to six dollars a day.

Experience is not necessary. The men secured by advertising or by personal scouting are trained by the organization to make the magazines sell themselves.

There is no room for the amazingly shifty and tricky subscription solicitor who expects to work over a given territory only once and who resorts to any device from over-persuasion to intimidation to get the order.

In the Cook organization each solicitor gets twenty cents on each order. The crew manager gets eight cents for every order taken by other members of his crew and forty cents on each order he takes himself.

The crew manager reports to the district manager who verifies the subscription and who forwards the orders to the home office, which also verifies the order. If an order is repudiated, the solicitor reporting it is fined the amount of his commission. If he stays with the organization he receives a bonus in the form of a percentage of the collections.

Collections are made once a month, and usually the collectors are women who live in the territory.

This, roughly, is the mechanics of the Cook organization.

How does it work out?

There never has been any question as to the number of subscriptions this highly effective machine whose success is based on straightforward selling is able to produce.

During 1916 the Cook organi-

zation took 1,638,317 subscriptions of which 452,705 were for *The Mother's Magazine*. The value of these subscriptions, measured by the published subscription price of these magazines, was upward of \$3,000,000.

The losses on collections were under 6 per cent.

But what of the quality of these subscribers? The external as well as the internal evidence shows that simply because they prefer to buy magazines as they buy everything else from milk to diamonds, does not place them in the class of undesirables.

Bear in mind that the income of the branch manager, and every one of the sales force under him and of the collectors, comes from the collections and not from the initial order. If the first order is not confirmed the solicitor loses his commission.

This means that, for their own protection, the branch manager, the crew manager and the solicitors are interested in canvassing only those communities and those people who can be depended upon to live up to their subscription agreements.

The salesmen are as eager to escape the shifting, shiftless, irresponsible public as are the very rich people to escape the solicitor. Both classes are eliminated automatically by the Cook plan.

But the steady, average family, the prosperous, unpretentious, solid backbone who have pride in paying their obligations promptly, the greatest buying power of the nation, who buy perhaps four-fifths of the things advertised in magazines—this is the public reached so effectively by the Cook organization.

The monthly payment does not turn on economy at all, but upon the service to the public, the convenience of over-the-counter selling. Observe, too, that the minimum order is \$3.00 and the average order from each subscriber is \$4.60 and bear in mind that the average loss on collections yearly is not 6 per cent.

Remember that the solicitors

live in the territory, that they go over it from year to year, and are under close supervision and check, being discharged for misrepresentation.

Each solicitor carries copies of *Mother's Magazine* with him, and other publications that are being offered. There is always a good assortment from which his customers can select. *Mother's Magazine* must be sold to every customer, because that insures home and family interest. The customer makes her selection, signs a contract for a year's subscription, agrees to pay for magazines each month when the collector calls, makes her first payment, and receives her first issues then and there.

It is no longer necessary to buy magazines in a special way, writing a letter, obtaining a money order, sending off somewhere, and taking the goods for a whole year, whether the purchaser is satisfied or not. Under the Cook plan, service can be stopped at any time, and if dissatisfaction arises from some cause which the publisher might remedy, there is the Cook representative to attend to it. But cancellations are less than 10% from any cause whatsoever.

Cook circulation is strong in the best residence sections of all cities, and includes its proportion of millionaires. In Washington, a city that has been particularly productive, it numbers Senators and Representatives among its patrons. As has been pointed out, the kind of subscribers who are too poor to meet their obligations are automatically eliminated because it is difficult to collect from them, and a very little experience in selling to the public by such a plan makes it possible to avoid them in soliciting.

The man spending an advertising appropriation is likely to be suspicious of publications sold in this way, assuming that they cannot be sold in ways with which he is more familiar. But it has been abundantly demonstrated that the Cook plan will sell to the public only what the public really wants. It is impossible to force circula-

tion for any magazine that does not have merit. The number of subscriptions obtained for each periodical is determined by the demand for that periodical.

A weak publication might be unloaded on the public by giving solicitors nothing else to sell, but that would destroy the principle of the organization, which is to offer the public an assortment of good magazines from which to select home reading—and that could only be done once! Cook selling is done under rigid rules.

No publication is handled unless it has merit—the inherent selling value of good goods. No publication is sold for less than the regular clubbing price at which it is listed in subscription agents' catalogues. Prices are never cut. No publisher is allowed to quote a price less than he can afford to accept for subscriptions. In some cases business has been refused where publishers offered their product below cost, and in other cases the publisher has been persuaded to hold his price at the point of profit to himself.

Because any Cook subscriber can stop taking any magazine at any time during the year, that is sometimes interpreted as encouragement of a shifting class of readers, compared with subscribers who pay a year in advance. But figures show that this is not the case. Cancellations are few, and one of the most remarkable features of the Cook plan is that, while it would be hard to enforce collections, fully ninety-five per cent of all subscribers pay promptly and cheerfully each month.

Every detail of the Cook plan centers on dependable subscribers, massed in given parts of the community, kept under constant supervision.

Experience in meeting objections to the Cook plan shows that there is really but one with any foundation—that of duplication of circulation.

Many advertisers now admit that duplication is without objections, and even desirable, and statistics prove that there are about

five copies of magazines published for each magazine-reading family.

For advertisers who object, however, it may be pointed out that Cook solicitors sell two dozen or more magazines. The choice is so large, by reason of different character, that the chance for duplication is not great. It has been estimated that where the publisher selling alone, through circulation advertising, might have four chances to make up a combination without duplication, the Cook solicitor has eighty or ninety different combinations through the year. Organization of effort is the cornerstone of the Cook plan. To secure the best profit to himself, a solicitor helps his customer make up as large and varied a combination for home reading as possible. If his first combination embodies two publications of the same character, it is always possible for the collector to suggest an exchange to some other magazine. Quite a number of these changes are made through the year. To the individual publisher they may appear as cancellations, but they represent merely a better adjustment of the home reading, a process in which he is constantly being benefited.

* * *

Good collectors living in the territory and going over it each month mean, not only clean, prompt collections, but also service to customers. For they can supply copies of magazines that have failed to reach the subscriber, attend to complaints and renewals, take new orders, and keep in touch generally in ways impossible with any other circulation system. The average commission earned by collectors is 18 per cent. In some cases, where subscribers are scattered, collections are made by mail.

These collectors, women for the most part, because in the smaller cities, and many suburbs and residence neighborhoods, it is possible for a woman to attend to this work without giving all her time. It has been found, too, that women are extremely conscientious

(Advertisement)

about visiting every subscriber each month, even calling back two or three times when a subscriber is out, and not overlooking those who may be paid in advance for several months. For in such cases as these, which are by no means uncommon, the subscriber paid up in advance may still require service, and so is entitled to a visit. In handling Cook collections there was the alternative of calling on each subscriber monthly, or on groups of subscribers every two or three months. The latter method would probably have shown as good results in money

collected. But it would have meant fewer contacts between the organization and its customers, and this is a vital matter. With the collector calling regularly each month, customers have no opportunity to lose faith in the service. They feel that they are taken care of as well in the matter of magazines as by their tradesmen generally. That differentiates Cook circulation from every other kind of magazine circulation, and if there is any particular secret of success in the Cook plan, this is unquestionably it.

(Advertisement)

To Employers of Advertising and Sales Executives:

¶ The next time it becomes necessary to fill vacancies in your organization where advertising or sales experience is required, consider the use of an advertisement in **PRINTERS' INK** to secure the men you need.

¶ These are some of the prominent firms who have advertised recently in **PRINTERS' INK** for advertising managers, salesmen, copy-writers, correspondents, etc., using full pages down to classified "liners":

Aeolian Co.
U. S. Cartridge Co.
Columbian Rope Co.
United Cereal Mills, Ltd.
Beaver Board Cos.
Vacuum Oil Co.
Fowler Simpson Co.
Hyatt Roller Bearing Co.
Barber Asphalt Paving Co.
Victor Talking Machine Co.
Pratt & Lambert
Sealy Mattress Co.

Calkins & Holden
Frank Seaman, Inc.
Toledo Scale Co.
International Silver Co.
B. F. Goodrich Co.
Julius Kayser & Co.
Firestone Tire & Rubber Co.
National Cash Register Co.
N. K. Fairbank Co.
Bedell Co.
Packard Motor Car Co.
National Cloak & Suit Co.

¶ Page rate, \$75; half page, \$37.50; quarter page, \$18.75. Classified, 40c per line—maximum 35 lines. Final forms close Monday noon (classified 10 A. M.) for issue published Thursday of same week.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - New York City

OKLAHOMA

Rich, Diversified, Bountiful

No newer or greater field lies open to agricultural advertisers than Oklahoma, leader of southwestern farm states.

For three consecutive years Oklahoma has raised bumper crops which have sold at unprecedented prices.

Three years of accumulated prosperity is about to be capped with a harvest wealth exceeding the farmers' most sanguine dreams.

The farmer of Oklahoma will draw dividends from his 1917 harvest exceeding his income for any previous year by more than a hundred million dollars.

In Oklahoma the crops of the north and the south grow side by side.

Cotton alone will bring the Oklahoma farmer this year more than one hundred million dollars, while wheat will add seventy million dollars more to his bank account.

Millions of bushels of corn, of oats, of kaffir corn and millions of head of cattle, hogs, horses and mules will swell the buying power of the farmers and stockmen of Oklahoma.

No Manufacturer Can Afford to Ignore Oklahoma

If ever a manufacturer expects trade with the farmer, now is the time and Oklahoma is the place.

THE OKLAHOMA FARMER-STOCKMAN is the intimate friend and constant companion of the Oklahoma farmer. It carries confidence. Its influence is unequalled. Circulation 135,000 net paid. Rate until October 1st, 50c; after October 1st, 1917, 60c per line.

The Oklahoma Farmer-Stockman

Oklahoma City, Oklahoma

Representatives:

E. KATZ SPECIAL ADVERTISING AGENCY
New York, Chicago, Kansas City

What Happened to an Idea

(Continued from page 60)

"I'm afraid that big black name plate slug over the top scene will be confusing—breaks up our balance and composition, too."

"Won't hurt it a bit. Just rush these changes through, and let me have it back again by eleven-thirty."

Our hero walked away, the design under his arm. He said nothing, but his thoughts went back to the perspiring two hours with the photographer.

CHAPTER V

MR. SMITH HAS AN IDEA

"You are wanted in the Boss's room."

An office-boy startled our Hero by suddenly shouting this message in his ear. His worst fears were realized when he answered the summons. Smith, the copy-writer; Brown, the solicitor handling the account, and the "Boss" were gathered in solemn conclave around the Mile-eater sketch.

Smith looked sheepish. He stood in the background fidgeting from one foot to the other.

"This is an excellent drawing," declared the Boss, "and it has met with unanimous approval wherever shown—we want to suggest one change only—amounts to nothing. The border is a little fussy—too complicated. Can't you make it simpler—say a gray band with rules to soften it?"

"Yes, but the border as designed is a unit of the campaign. It means something. The wing theme is taken from the trademark. When worked up in flat tones, it will not be conspicuous."

"True—true," admitted the Boss; "nevertheless, Mr. Smith thinks a simpler border would do better."

Smith looked at the floor and turned up the edge of a rug with his shoe.

"What do you think about it, Mr. Brown?" asked the Boss, turning to the solicitor. Brown rubbed his chin and adjusted his

red tie and re-arranged the silk kerchief in his coat pocket.

"I really think they'd prefer a less ornate decoration," said he, with quiet firmness. "The trademark really doesn't mean much, anyway."

"We'd better take out the wings and just have it plain," suggested the Boss. "With that minor change it will go through nicely, I'm sure."

But it was evident that Smith still nourished another secret alteration. As the design was lifted from the desk, he held out his hand—

"Just a minute," still holding his head down; "would it make much difference if we moved the trademark up, out of the border, and to a place directly beneath the signature. I refer to the slogan in my text, and the tin shovel should be in close proximity."

"It is away down and out," admitted Mr. Brown.

Our Hero was ready with defence.

"I placed it where it is to break up the all-around squareness of the ad," he bravely explained.

"Mr. Smith's suggestion is a good one, I think."

The Boss brought in the final verdict.

CHAPTER VI

WHAT HAPPENED TO THE GEAR SHIFT

The scene now changes to a far distant land.

We find ourselves in the office of the advertising manager at the factory.

Mr. Brown has just removed the string and wrapper from our precious design and is now pinning it up for inspection on the bulletin-board. The ad-manager wears nice horn-rimmed glasses. He is scowling through them. That's why so many ad-managers wear horn-rimmers—the scowl is seen to better advantage.

"How do you like it?" is Mr. Brown's opening query.

"First impression not bad, but I see one thing that'll have to be changed before we submit it to

the president and board of directors."

"We'll gladly make the correction."

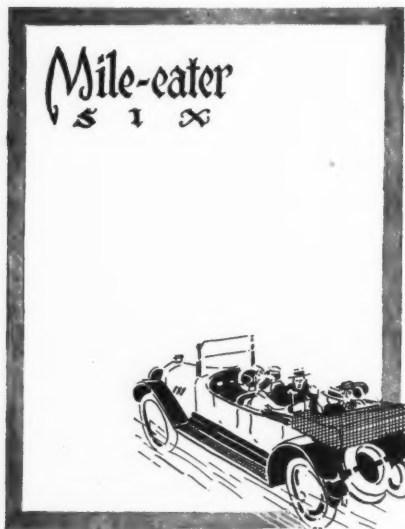
Brown is not in his element.

"I don't like the way your artist has left the electric gear-shift out in the cold," advertising manager resumes; "it looks as if it didn't belong to the design at all. Whatever possessed him to do a fool stunt of that sort? Arrows are over-done. Move the border the whole way over—it'll give more room for text anyway and

"Why not—anything you say, sir."

"Suppose we leave it out altogether," finally observes the advertising manager. "It'll only crowd our page. A gear-shift makes an automobile resemble a *steam piano* anyhow, in my estimation. The darned contraption has that complicated look. Crack it up in the text, but leave the illustration out altogether in this ad."

"I'll have the revised design back to you to-morrow."



TO GET SPACE FOR MORE TEXT FORT GEORGE HILL WAS ELIMINATED AT THE TOP OF THE LAYOUT

show the gear-shift in another part of the design."

"Certainly, sir," agrees Brown, hastily, drawing a long black venomous pencil-mark across the gear-shift and crudely indicating the change in border. "Any other suggestions—that change will be a decided improvement."

The advertising manager is still frowning. "Could we put the gear-shift right *here*?" is his inquiry, pointing to the vignette hill-scene at the top.

CHAPTER VII

A SESSION WITH THE GENERAL MANAGER

"Don't let them make any more changes." Those were the last words Solicitor Brown caught as he rolled up the drawing in the art department and made a dash for the train.

"Nice fellow—that art manager," Brown ruminated, once aboard his train. "But he's pig-headed. You've got to fight to have a little dinky change made."

He was relieved upon reaching the factory to find that the advertising manager now fully approved of the drawing. Immediately after lunch it was taken in to the general manager. Brown and the advertising manager

stood respectfully on one side as the sketch was exhibited.

"What's this?" asked the general manager, squaring his jaw as if for a fight.

"Full-page design for our next magazine copy," replied the advertising manager.

"And that thing at the top?"

"Is Fort George Hill."

"We're not selling real-estate."

"It's a famous car test, sir. Almost every motorist knows of it here in the Eastern territory."

"Why slide it away up there off from the car then? Unnecessary, unnecessary—you got your machine negotiating the road. Just say—'starting up Fort George Hill,' or whatever it is underneath—every bit as good and look how it improves the idea pictorially," ventured the advertising manager.

"Put it in words—put it in words. Have that change made and I'll take it up with our president and the committee next Tuesday for final approval."

Ten minutes later Brown and the advertising manager were walking out through the factory yard. Brown chuckled and patted the rolled-up drawing.

"Went through fine, didn't it?" he exclaimed.

"Yes," said the advertising manager, "it certainly did. Wish we could do that every pop out of the box."

CHAPTER VIII

IN WHICH WE INTRODUCE A PRESIDENT

From across the courtyard came the subdued rumble of many wheels. Here indeed was labor glorified in the highest sense. A sparrow chirped on the ledge of the president's window—ah, yes—the window from which he always looked when the office staff came in late.

The advertising manager had just entered with the sales manager, and our hero's drawing, now happily revised, was pinned to the green baize of the display-board.

"Is it a calendar or something?" was the president's innocent remark.

"Full-page copy for our magazine insertions, on the new model, sir," said the sales manager, apologetically.

With methodical care the great man stepped across the room, placing his glasses automatically on the tip of his nose.

"What car did you say that was?"

"Our Number Eight," the sales manager replied.

"I'd never know it! What's

the object of having it squeegee on the page that way? Doesn't do justice to the car."

"The artist wanted to demonstrate hill-climbing qualities and—"

"They'll find that out when they get on a hill with it. But if you're going to show a picture of the car show a picture of the car. It looks there as if it might be a four-passenger. Turn it around—let's have a full side view—here—this is the idea, Mr. Harwell—page eight of the catalogue gives the sweep and lines and beauty of construction. If you want to talk 'response' and 'ease of control' and hill-climbing in your text—go right ahead and do it. We *must* show our car, however."

"Just run it straight across the page at the bottom then with no embellishments?"

"Exactly."

"That can be easily arranged," said the advertising manager, his voice sounding as if it came from a great distance. "I'll have the design finished and back here in—"

"Better submit it again," advised the president. "I want to see it in that new position."

CHAPTER IX

ENTER—THE ENGINEER

At last the president was ready to place his official O. K. on our hero's full-page design.

The final corrections had been made and now on this wonderful sunny afternoon five men were gathered about it in the dim and dignified committee-room.

There was the president, the general manager, the president's son, the advertising manager and the designing engineer.

"Mr. Perkins," said the president, "we have asked you to look over this design as a man thoroughly familiar with the car. Doesn't it strike you as being all right? We have tentatively O. K.'d it. An expression from you would be valuable."

"What's it for?" asked Engineer Perkins.

"Advertising," somebody in the group answered.

"Ah," said Mr. Perkins. This was quite different again. Humph! Ah—er—er— Mr. Perkins walked across the room, pushed his nose almost up against the drawing and remained in that position for a full minute.

"Not going to let that finish go, are you?" he piped in a neighborly voice.

They all seemed perplexed.

"Finish?" echoed the advertising manager.

it. The new model has a fine polish—six coats of paint—sandpaper—three coats of varnish.

"That body looks to me as if it had been scratched. Now understand—I'm no artist and I don't pretend to be, but from an engineer's standpoint"—straightening his shoulders a little—"I can't O. K. that design in its present shape. Where is one of our 1917 catalogues—on page eight—there's what I mean."

"I think Mr. Perkins is right," affirmed the general manager.

"That car does look peculiar now that he calls our attention to it," the president chimed in.

The engineer stood back against the opposite wall, thumbs in vest and cigar stuck at a sassy angle.

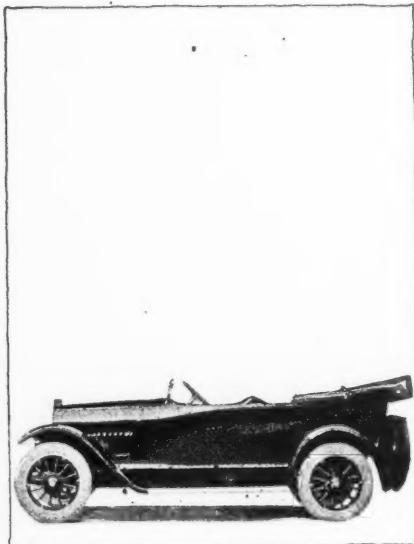
The drawing was about to be rolled when the president's son ventured a suggestion.

"What would you think of this thought—I was reading a book the other day on the 'Psychology of Advertising,' and it went on to explain why borders gave the effect of making all spaces seem smaller. If the border is eliminated the advertiser has the advantage of the entire page—the

eye runs right out to the edge of the paper—there isn't that cramped feeling. There may be nothing in the thought, but it appealed to me as I read it."

Everybody thought the son's suggestion a dandy. Of course it would be better without a border. The border didn't mean anything anyhow. Let's get rid of it.

After which the president wrote a hasty "O. K." in the margin and all except the advertising manager went out to the Country Club.



WHAT HAPPENED TO THE IDEA, FINALLY

"Finish?" dittoed the sales manager.

And the words went the rounds. "This—this, gentlemen," said Mr. Perkins, with an air of supreme confidence—"these straight lines—we haven't a car in the place like that. All the lines running one way—it looks as if the car was moving."

"That was the idea," exclaimed the poor advertising manager. "A new technique."

Perkins shook his head.

"Nothing like it. I can't pass that car with all these lines on

CHAPTER X

THE WAY IT GENERALLY ENDS

Some three weeks have elapsed since the incidents set forth in our last chapter.

Never a sound disturbed the tranquility of the art department, save perhaps the measured breathing of the lay-out man at the third table, who was on his ninth batch of rough lay-outs for the *Tinsmiths' Journal*.

Our Hero read the order slip that had recently reached his desk.

The opening lines immediately caught his attention.

MEMO TO ART DEPARTMENT

In laying out another page for this account, please bear in mind the following remarks—The client insists upon something *new* and original and striking. It *must* be different. The folks at the factory have complained, saying that our last illustration was too conventional. We are compelled to admit that the criticism is a valid one. Originate a new technique—a new border, composition and lay-out in general. Very little room for text is necessary—but put the “pep” into your schemes.

Our Hero looked up—a flash of great sorrow in his tired eyes.

“Can you beat it!” was his comment.

Nobody ever has.

No Advertising for Next Bond Issue?

Jesse H. Neal, secretary of Associated Business Papers, Inc., has received a letter from an official of the Treasury Department stating that the department is not likely to ask Congress for an appropriation to advertise the forthcoming loan. The following excerpt reflects the situation:

“At this writing it appears certain that the Treasury Department will ask Congress for no advertising appropriation for the next bond issue. According to present plans, the Advisory Commission of the Associated Advertising Clubs of the World will act in the same capacity in the coming bond issue as in the last. That is, a member of the Advisory Commission will act in an advisory capacity in each of the Federal Reserve Districts.”

Agency Appointment by Earl & Wilson

Earl & Wilson, New York, have placed their advertising account with the agency of Louis V. Urmey, of the same city.

Senate Finance Committee Drops Zone System

The Senate Committee on Finance in reporting the war revenue bill recommended that the application of the zone system proposed by the House bill on second-class matter be stricken from the bill and that instead there be substituted (A) an additional rate of one-fourth of 1 cent per pound upon second class mail matter; (B) An additional annual tax upon the net income from the publication of any newspaper, magazine, periodical or publication entitled to be entered as second class mail matter whether so entered or not, of 5 per cent. of such net income in excess of \$4,000.

The combination postal and special net income tax recommended as a substitute is not regarded as perfect by the committee, but in view, it was said, of the additional charge of 1 cent imposed upon letters transmitted through the mails, amounting to an increase in letter postage of 50 per cent and the tax of 1 cent for each 25 cents and fraction thereof paid for transportation of packages by parcel post, it was felt that some reasonably proportionate additional tax should be imposed upon newspapers and periodicals having the privilege of second-class mail matter.

Capt. Roy B. Staver Dead

Captain Roy B. Staver died in New York July 31, after a severe illness. He was 34 years old. For a number of weeks he had been in the Plattsburg training camp and last winter was largely instrumental in the success of the New York “Advertising Battery” of which he was first instructor. He died the day before his commission as major in the army was to have been awarded him.

Previously he had served in the First Field Artillery of the regular service and was also in command of a battery of the Illinois National Guard on the Mexican border last year.

Captain Staver was well known among advertising men, having been associated with *Hearst's Magazine* and, before that, with the *American Sunday Magazine*.

Industry Put Its House in Order

The National Leather and Shoe Finders' Association, St. Louis, has launched a campaign to educate jobbers and jobbers' salesmen and through them the shoe repairers of the United States to the value of advertising. Text books will be prepared by an educational committee of ten appointed from the manufacturers and jobbers of the association. The purpose of these will be to lift shoe repairers to a higher standard of efficiency and workmanship. After this result is attained it is hoped that a national advertising campaign may be undertaken.

One Dealer's Co-operation

F. B. Silverwood Company, of Los Angeles, "Links Up" with National Advertising of Hart Schaffner & Marx in a Dozen Ways

IN PRINTERS' INK of July 5th reference was made by "a big-store executive" to the high quality of the Hart Schaffner & Marx letters to their dealers, and the thoughtful consideration of the dealer's point of view displayed in them. While it is natural to assume that this attitude brings response in the way of cordial dealer co-operation, a specific instance of the result of such a policy may be interesting.

The F. B. Silverwood Company, operating a chain of retail clothing stores in Southern California, is a well-known H. S. & M. dealer and is noted for the striking and artistic character of its local advertising. For several seasons the Silverwood publicity has been linked up as closely as possible with the national Hart Schaffner & Marx copy. Magazine advertisements are framed and used in the window displays; in the newspaper advertising H. S. & M. cuts are used freely, and the copy is set in Caslon old style type, similar to that used in the national advertising. Particularly interesting is the link-up achieved in billboard advertising, which the Silverwood Company has been using heavily in Los Angeles and adjacent territory.

The spring and fall Hart Schaffner & Marx advertising has its center of interest, of course, in the new style-book issued twice yearly, with its striking cover, which is usually a reproduction of an oil painting of a rather romantic character. The Silverwood boards are, therefore, repainted just in time so that the new signs are up when the current style-books are ready for distribution. A number of these boards reproduce the current style-book cover itself in the original colors. Others take some of the striking designs from the inside pages of the volume, and in every instance the text of the sign refers to the F. B. Silverwood store ("The Store

with a Conscience") as "The Home of Hart Schaffner & Marx Fine Clothes," with a quotation of prices.

Framed posters reproducing the cover of the current style-book appear simultaneously on easels inside the store and are used in the windows. Large quantities of the style-books themselves are mailed to Silverwood customers, and frequently they are accompanied by letters written on a special letterhead reproducing the style-book cover. Even the address labels on packages to be delivered and the store price-tags sometimes carry a miniature reproduction of the omnipresent style-book cover. The store formerly published a little monthly house-organ, "Why," for its employees and for limited general distribution. In this, according to Sherley Hunter, its editor, the new H. S. & M. cover was invariably reproduced and described.

Doubtless several of the ideas mentioned are due to the initiative of Hart Schaffner & Marx, and not the dealer; but others are entirely due to the alertness of the latter. They illustrate some of the latent possibilities when the retailer is thoroughly sold on, first, the manufacturer he deals with, and, second, the cumulative and co-operative power of national and local advertising, working together.

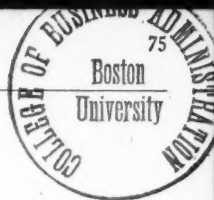
Street & Finney, Inc., Have A. C. Penn Account

A. C. Penn, Inc., New York, has placed its advertising account in the hands of Street & Finney, Inc., of the same city. The Penn company makes Penn Safety Razors and Wallace Lamps.

Representatives Appointed for Two Papers

Cone, Lorenzen & Woodman have been appointed to represent the *Decatur, Ill., Review* and the *Richmond Virginian* in the national advertising field.

PRINTERS' INK



BATTEN'S WEDGE

ON the following pages will be found a number of advertisements shown in miniature conceived and prepared by George Batten Company.

Just as these advertisements indicate the quality of George Batten Company service, the products they advertise show the character of the commercial enterprises which come to us for advice and guidance.

GEORGE BATTEN COMPANY
INCORPORATED

Advertising

381 FOURTH AVENUE, NEW YORK

BOSTON: 10 State Street

CHICAGO: McCormick Building



GEORGE BATTEN COMPANY, Inc.

An organization of 140 people



Sunshine Biscuits

There's advertising inspiration in the word "Sunshine."

Perhaps that is one of the reasons why it has not been hard for us to keep up the high standard of the Sunshine advertising.

The product is as good as the name, and the advertising, too. Do you eat Sunshine Biscuits?



Hammermill Bond

Not only has this advertising quickly converted 100 private brands into one mill brand, but the sale of this paper has been greatly increased.

Owners of the private brands actually became glad to accept Hammermill Bond in preference to the brand they had originally controlled.

None Such Mince Meat

None Such Mince Meat, the oldest member of the Merrell-Soule family of food products, is one of the best-known commodities in the grocery world.

Ninety per cent distribution has been gained for this familiar product chiefly because of downright goodness and the liberal use of newspaper and magazine advertising.





GEORGE BATTEN COMPANY, Inc.

We are proud to be judged by the companies we serve



The "Standard 8"

A vivid idea of the eight-cylinder feature of the motor of the "Standard 8" is presented in this series of advertisements.

The abstract idea of eight cylinders is replaced by concrete pictures of power generated by "teams of eight."



STANDARD

The Magneto *Equipped "Eight"*

Dealer's Name Here



Thirtieth
Season

IT is economical—there is little or no waste. It is good food value. It is appetizing to the most fastidious.

This is our 30th season in the manufacture of Jones Dairy Farm Products. Your grocer will tell you of our prices and times of shipment.

Be sure that it's Jones.

MILO C. JONES
Jones Dairy Farm
El. Ashland, Wis.

Jones Dairy Farm Sausage

Jones makes such good sausage that it is a joy to sell it. That is one of the reasons why nearly all of the Jones copy has been convincing and enthusiastic.

This advertising has always had a truly rural atmosphere, although most of it has been written on the twelfth floor of a New York skyscraper.

The Baby Cariole

The Baby Cariole is a product possessing a wealth of both obvious and not readily perceived advantages, the total being an invaluable contribution to the health of the baby and the freedom of the mother. The pointing out of all the uses in a manner graciously appealing to motherhood has been a pleasure, both because of the goodness of The Baby Cariole and the responsiveness of the audience.



This is baby's play castle: so safe, so comfortable, so easy for baby, mother, and you.

Indoors and outdoors—day and night—The Baby-Careline gives rooms for bath + healthy sleep + you be screened sides and bottom mattress perven bursting tumblers. No-cramming of the baby into stuffiness of the close carriage no need of old-fashioned rocking and superfluous prattling.

Houseplant—For baby's sleep, turn the light on by moving over the top. Air moves freely through the sub-system, which mother can watch the feeding. *Caution:* Place air-magnifying net carefully. Parents kept in on bed near approach. Baby is safe alone, outside or in outdoors.

The Baby Cakes collages into a neat package in a new way for travelling in style. It can be set up in a jiffy without tools. It is light yet strong and cool. Remember the name - The Baby Cakes. More freedom in mother-nature and safety for baby.

94E EMBOSSED CO.

[8 Fruyen St., Albany, N.Y. 12207]





GEORGE BATTEN COMPANY, Inc.

Our business is to help sell your goods at a profit




Fire is a risk, Rust is a certainty; both are resisted by Armco Iron.

Armco Iron is used in tremendous quantities in foreign buildings that are built for permanence.

In every quarter north, day or night, above, great steel structures have been built to resist the ravages of fire, rust, and the effects of Armco Iron. These structures are built to last, and they are built with Armco Iron.

ARMCO IRON

Armco Iron is used in tremendous quantities in foreign buildings that are built for permanence.

In every quarter north, day or night, above, great steel structures have been built to resist the ravages of fire, rust, and the effects of Armco Iron. These structures are built to last, and they are built with Armco Iron.

ARMCO IRON Resists Rust

THE AMERICAN ROLLING MILL CO., Inc. 200, Madison, Ohio

Globe Tires

Globe Tires whirled into prominence on the wings of manufacturing ideals which have never yielded to the pressure of big-volume, machine-made competition.

A convincing "portrait" of the tire appears in each lay-out. This is one effective way of conveying the impression of a hand-made tire. Vigorous copy does the rest.

THE CALL TO LEADERSHIP

So leadership is the stage of progress which leads to the future. There are many who are in the position of leadership, but only a few who are in the position of leadership. The world is full of leaders, but only a few who are in the position of leadership.

GLOBE TIRES

THE GLOBE TIRE CO., Inc. 100, Madison, Ohio

Stein-Bloch

Smart Clothes

Men wear Stein-Bloch clothes because success and the appearance of success are so closely associated with each other.



THE STEIN-BLOCH COMPANY
Wholesale Tailors
Brooklyn, N. Y.

Stein-Bloch Clothes

This advertisement might have contained a picture showing the way you would like your clothes to make you look, but it would not have been a picture of the way your clothes will actually make you look, no matter what kind you buy.

Stein-Bloch advertising is like Stein-Bloch clothes, dignified, veracious and sincere.



GEORGE BATTEN COMPANY, Inc.

We do not submit so-called "plans in advance"



Pompeian NIGHT Cream

A little over a year ago the Pompeian Manufacturing Company put a new product on the market—Pompeian NIGHT Cream.

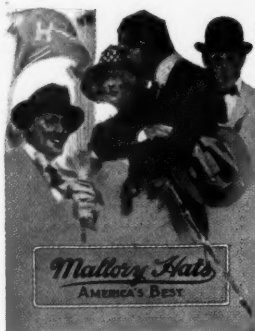
Adequate advertising, plus the prestige the company had already gained through many years' advertising of another meritorious article, may be considered a big factor in gaining almost immediately nation-wide distribution with a large consumer demand.

Mallory Hats

The Mallory Hat campaign for 1917 sets an absolutely new standard for hat advertising.

The color advertisement reproduced here has won nation-wide praise.

Every Mallory dealer was supplied with a reproduction of this advertisement, on heavy paper in full colors, for store or window display.



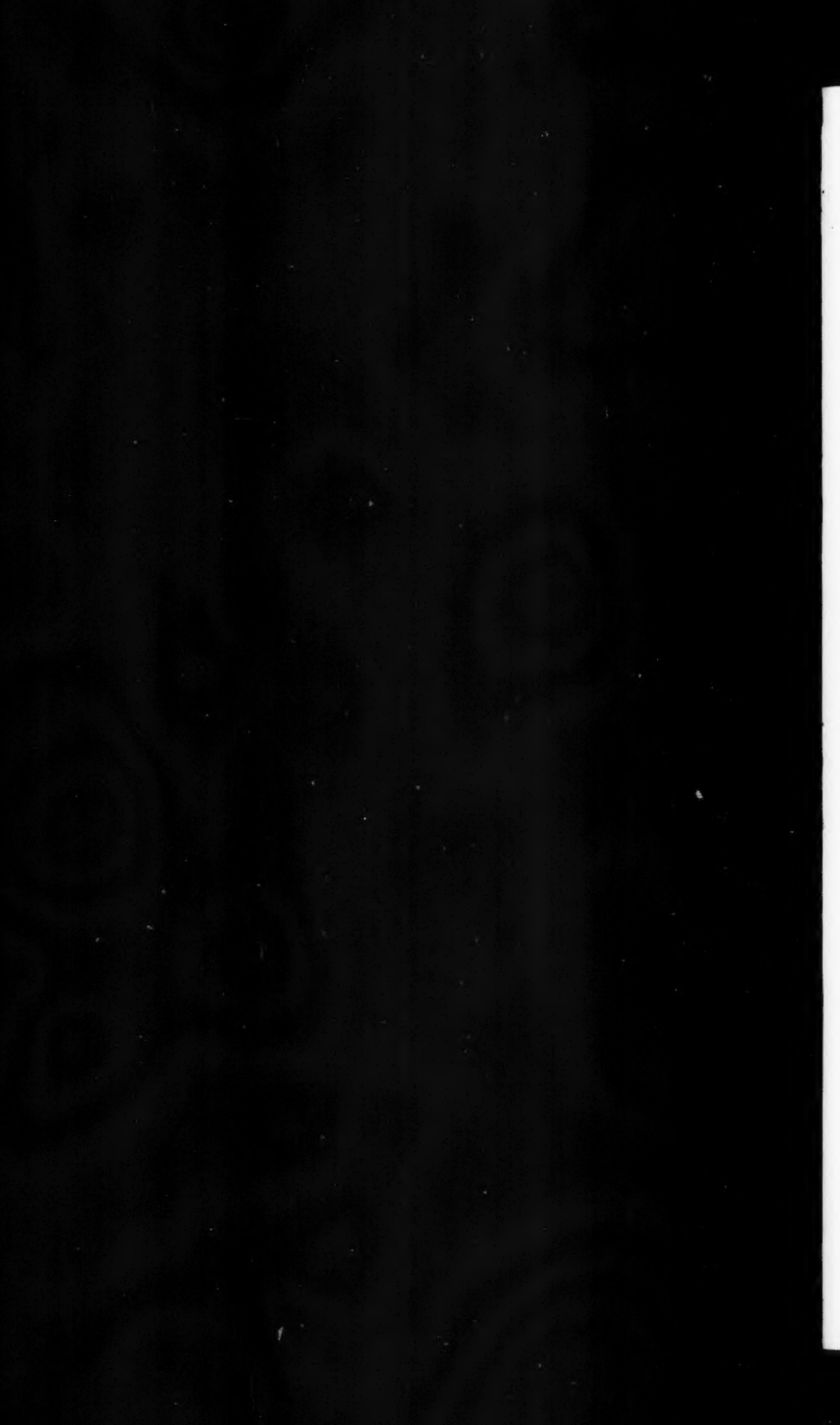
Spring 1917



Clicquot Club Ginger Ale

Any man in any town, with a little capital, can manufacture ginger ale, yet Clicquot Club Ginger Ale, by good advertising and by a constant maintenance of quality, has ousted the local ginger ale in hundreds of towns and cities.

Originally its advertising was expected to give it a comfortable increase in sales. Today it is well on its way towards being the dominant soft drink of America.





GEORGE BATTEN COMPANY, Inc.

A discussion with us implies no obligation



What Will You Do For Hot Water This Summer?



DON'T miss the comfort of hot water these winter nights just because the furnace and range flow have been allowed to go out. Hot water in your home can be made as safe as a summer in cold. Order your gas company, plumber, or gas appliance store to install a RHEED Automatic Gas Water Heater to the gas and water pipes in your basement or near

RUUD

**AUTOMATIC GAS
WATER HEATER**



Genco Razors

The demand for Genco Razors far exceeds the ability of a well-equipped organization to meet it, partly because foreign razor competition is cut off. Under such conditions it might be asked, why advertise to make even worse the already acute congestion in the handling of orders?

The Geneva Cutlery Company holds that future trade prosperity must not be sacrificed to present expediency.



Why the Allies' "Great Drive" Was Delayed

Low income the whole world was doing. "What will the Great Britain of the future be doing?" Peter Collins and others were already imagining—usually socialism. The image was mostly "Communist colonies, food and clothing, health and education—everything on their stage. China was the only one."

The Men Who Made the Gague Know Why the Drive Was Delayed

The first two main components illustrate the manufacturing process. The authors found today's credit facilities at least three to four times as large as they were in the 1960s. Given more an absolute amount, the

Little Engines

[illegible]


 Chamber of Commerce
 1000 North Main Street
 Springfield, Massachusetts 01103

Greenfield Taps and Dies

This discussion of Gages is one of the most interesting instances of how manufacturers of technical products are using national advertising to sell business articles, business methods, business equipment to business men.



GEORGE BATTEN COMPANY, Inc.

Many of our clients have grown with us from small beginnings



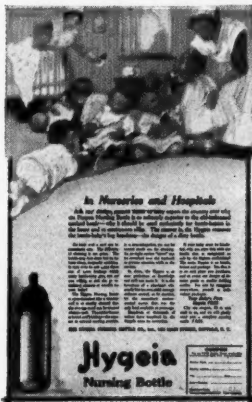
McCallum Silk Hosiery

Advertising silk hosiery presents an entirely different problem from advertising gasoline engines or tooth brushes.

Here you must know milady's mind and "You just know she wears them"—or would like to.

HYGEIA NURSING BOTTLE

When one considers that approximately 50,000 nursing bottles must be sold to cover the cost of inserting one color page in one publication for one time only, the value placed upon this advertising by the manufacturer of Hygeia Nursing Bottles is apparent.



Steero Bouillon Cubes

Every advertisement of Steero Cubes is expected to perform and does perform a double service.

It secures new users of Steero Cubes and reminds those who are already accustomed to buying this brand of Cube.



GEORGE BATTEN COMPANY, Inc.

There is no "Batten Style" of advertising



Pebeco Tooth Paste

Pebeco is the dentifrice for those who expect to live long and eat long. It is advertised as such.

It was a success almost from its introduction and grows in popularity by the hour.

Life Savers

Here is color advertising at its best. Note how the vivid blue background makes the hand stand out even in this small reproduction.

Life Savers, "the Holesome Mints," are on everybody's tongue.

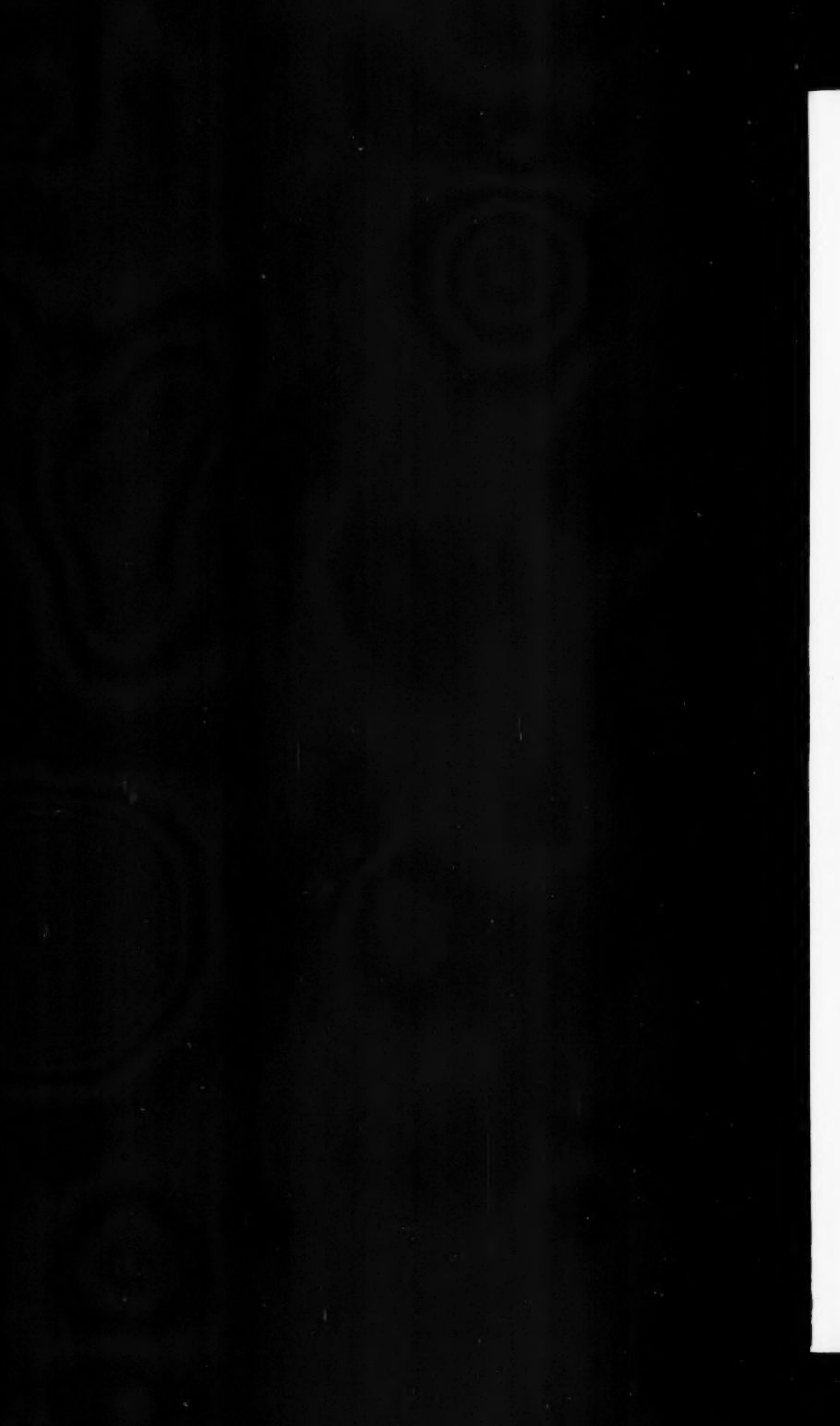


Graton & Knight Leather Belting

Two sound reasons demanded that Graton & Knight use color in their advertisements.

First, they are the leaders in their field—the largest belting house in the world. Second, leather belting is a colored product.

Two printings make possible the showing of the product in its natural colors.





GEORGE BATTEN COMPANY, Inc.

Each advertisement must fit the product and sell it



Havoline Oil

Havoline Oil rests its advertising case upon bold treatment. The effort of all Havoline Oil copy is to simplify the functions of an automobile lubricant.

It is the best oil and the advertising makes that fact known in a profitable manner.



Every Weather-Wear them on the
Phone Wears "Ball-Band"

When you make the investment of good, sound, healthy feet are never caught napping when bad weather sets in.

On the beach, the lake, the hotel lobby and the busy city street, the rubber, warm and long wear of "Ball-Band" Rubber Foot-Wear is a Ball-Band on your feet, made of the best man-made materials which is well proven under every condition.

"Ball-Band" Rubber Foot-Wear is made of natural latex, so that it is soft and comfortable and gives you the real comfort of "Ball-Band" Rubber Foot-Wear. It is made of the best man-made materials which is well proven under every condition.

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"BALL-BAND" RUBBER FOOT-WEAR

Ball-Band Rubber Foot-Wear

The policy of the Mishawaka Woolen Company has always been to convince the consumer that Ball-Band products afford perfect protection to the feet and give "more days' wear."

The fact that over 50,000 retail dealers in the United States carry Ball-Band goods and over a half million people wear them, is in a measure due to advertisements similar to this one.

Spear & Company

"I Will Trust You Gladly."—So advertises Spear of Pittsburgh to the millions. And Spear's customers trust him.

Advertisements like the above have brought to Spear & Company the right kind of inquiries and the right kind of customers—customers that number into the hundreds of thousands.

My Book of a Thousand Bargains Free to Everybody

Send the Coupon Today—Learn How Spear Saves You Money wherever You Live.

11¢ The Old Kitchen Cabinet 10 Days 50¢

11¢ Remarkably Beautiful Tapestry Draped Bed Bag \$13.95

11¢ 10 Days' Home Trial Money Back Offer

11¢ I Will Trust You Gladly Wherever You Live

11¢ The Best of All in All

11¢ Most True Coupon Right Here

Spear & Company



GEORGE BATTEN COMPANY, Inc.

We see your product with the consumers' eyes



Tougher than Elephant Hide

For Your Bicycle—
A The With Great Endurance

VITALIC Bicycle Tires

VITALIC Automobile Tires Too

Vitalic Bicycle Tires

We sell bicycle tires by conveying an impression of the buoyant zest and sparkle of bicycling with Vitalics between the rider and the road.

Hence the elephant circus atmosphere, which also bears out appropriately the slogan "Tougher than Elephant Hide."

Chalmers

Summer comfort for the active man and boy is the dominant note of the Chalmers Porosknit advertising.

Striking illustrations of men and boys wearing the underwear, accompanied by "cool, comfortable and convincing" copy, carry quickly to the reader a definite idea of just what Porosknit Underwear really is and just what it will do.

"Cooler than the

ALL STYLES

CHALMERS

DISSTON SAWS AND TOOLS

Ask Your Carpenter

DISSTON

Disston Saws and Tools

Henry Disston & Sons, Inc., the largest manufacturers of saws and tools in the world, are advertising, not to create immediate sales, since most of the products of their immense plants already are sold for many months to come, but to insure the future of their business.



GEORGE BATTEN COMPANY, Inc.

We like most to work with men of vision



Underwear

The accompanying double-page advertisement is a striking example of the attractive character of the illustrations used in the Porosknit Advertising Campaigns.

No man having a spark of boyhood left in his being can miss the appeal of this advertisement.



Neponset Shingles

Generally speaking, the only business that is worth advertising is the business that would succeed without advertising.

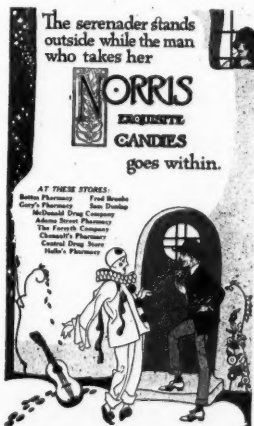
Neponset Twin Shingles would probably have gained widespread recognition without a line of advertising, but by using advertising, success is being gained more quickly and in greater measure.



Norris Candies

A detail of high importance in merchandising fine candy is to have packages both enticing and distinctive.

It is equally important that the advertising be in keeping with the packages and their contents.



AT THESE STORES:
 Better Pharmacy Fred Brodeur
 Gary's Pharmacy Sam Dunlop
 McDonald Drug Company
 Adams Street Pharmacy
 The Forsyth Company
 Chemsell's Pharmacy
 Central Drug Store
 Hall's Pharmacy



GEORGE BATTEN COMPANY, Inc.

Have you ever talked advertising with us?



The Mercer Car

This Mercer advertisement seeks to convey the feeling of the distinction of Mercer body-lines, power plant, and appointments.

The aim is to impress the importance of owning a Mercer upon those who aspire to leadership.

Leo Feist Sheet Music

When Leo Feist, Inc., spent their first \$1250 for a single advertisement, they had doubts about getting their money back.

This advertisement featured the song "Peg O' My Heart," which sold into a million copies. Since then these music publishers have been firm believers in advertising.

SONGS THAT HIT!

"Breakin' Down the Door"
"Peg O' My Heart"
"I'm a Little Bit of a Bad Boy"
"The Love Song"
"The Love Song"
"The Love Song"

ON SALE TODAY

Other Popular "Feist" Songs

"The Love Song"
"The Love Song"
"The Love Song"

G. F. Building Products

Guard Your Home Against Fire and Decay

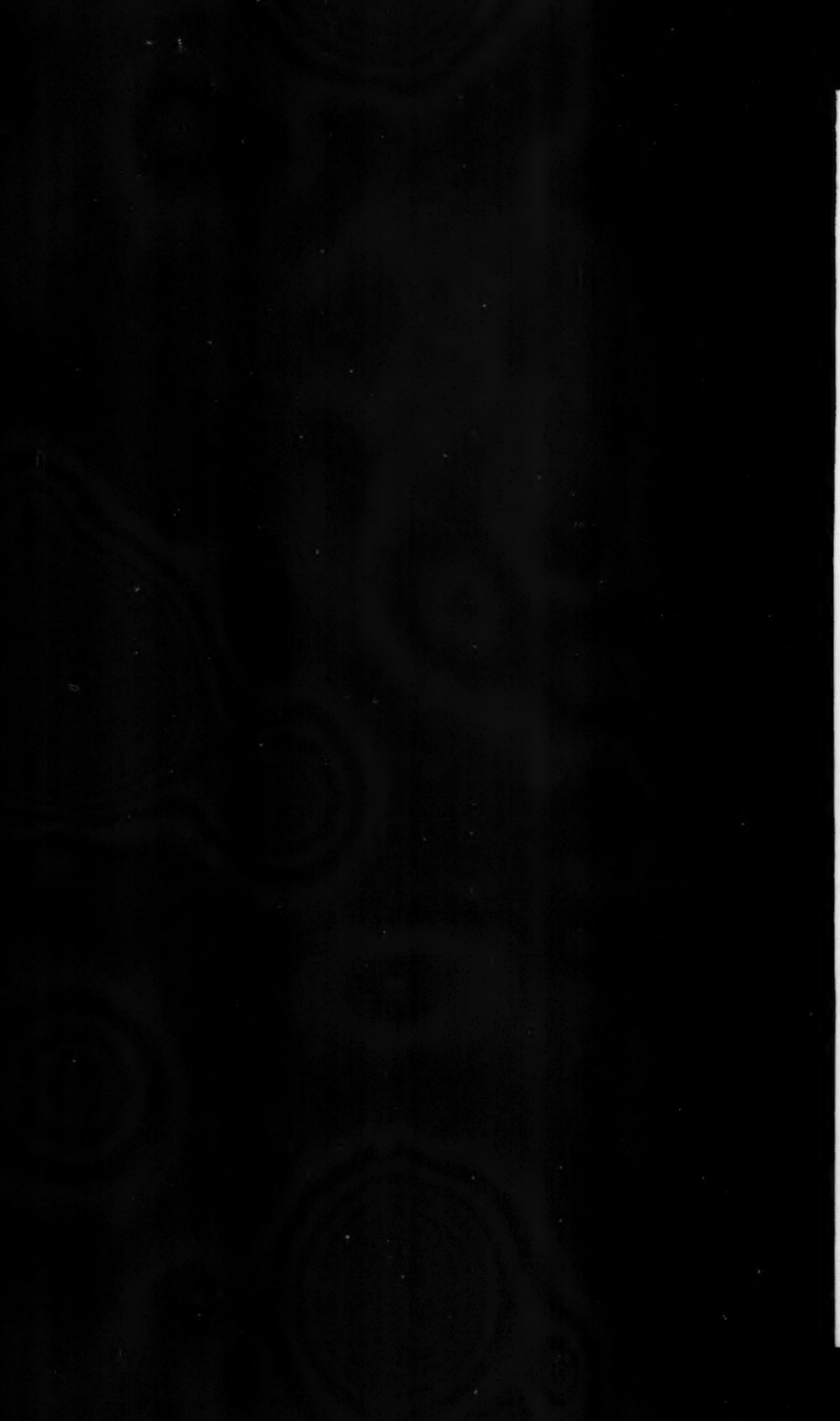
HERRINGBONE RIGID METAL LATH

THE GENERAL FIREPROOFING COMPANY, Youngstown, Ohio

G. F. Building Products

The present campaign continues to make use of the trade journals, but in addition includes full pages in national media.

The main purpose of the campaign is to establish in the public mind the close relationship of G. F. Products to permanent, speedy and economical building construction.





GEORGE BATTEN COMPANY, Inc.

We have offices in Boston and Chicago besides New York



Dromedary Cocoanut

Few advertisements have ever received such general commendation from the advertising fraternity as this beautiful color page of Hills Brothers Dromedary Cocoanut.

One writer said, "So complete and so appetizing-is the story told by the pictures that the text seems almost superfluous."



The Prophy-lactic Toothbrush

Color reproduces exactly the yellow Prophy-lac-tic box and helps identify the actual box on the dealer's shelf.

This is why the Florence Manufacturing Company has for years been a firm believer in striking color pages.

Vudor Porch Shades

Largely because of their artistic sightliness Vudor Porch Shades were once considered by many as appertinent exclusively to millionaires' summer homes.

But when advertising waved its wand of desire over the country, from the humblest sources sprang the demand for the porch shade, artistic appearance and durability epitomized in Vudor.





GEORGE BATTEN COMPANY, Inc.

We welcome the opportunity to help wake up an old business



Florence Oil Cook Stoves

Florence Oil Ranges represent the height of excellence in economy and efficiency.

Aggressive advertising has brought them to the attention of thousands of housewives throughout the country.

The advertising produces sales because the stoves fill a real economic need in thousands of homes.

[illegible]

Pears' Soap

There is a reason for the beautiful transparent color of Pears' which should interest everyone who appreciates better toilet soap.

Many people have told us that this picture and text explained the reason most effectively. Do you agree?

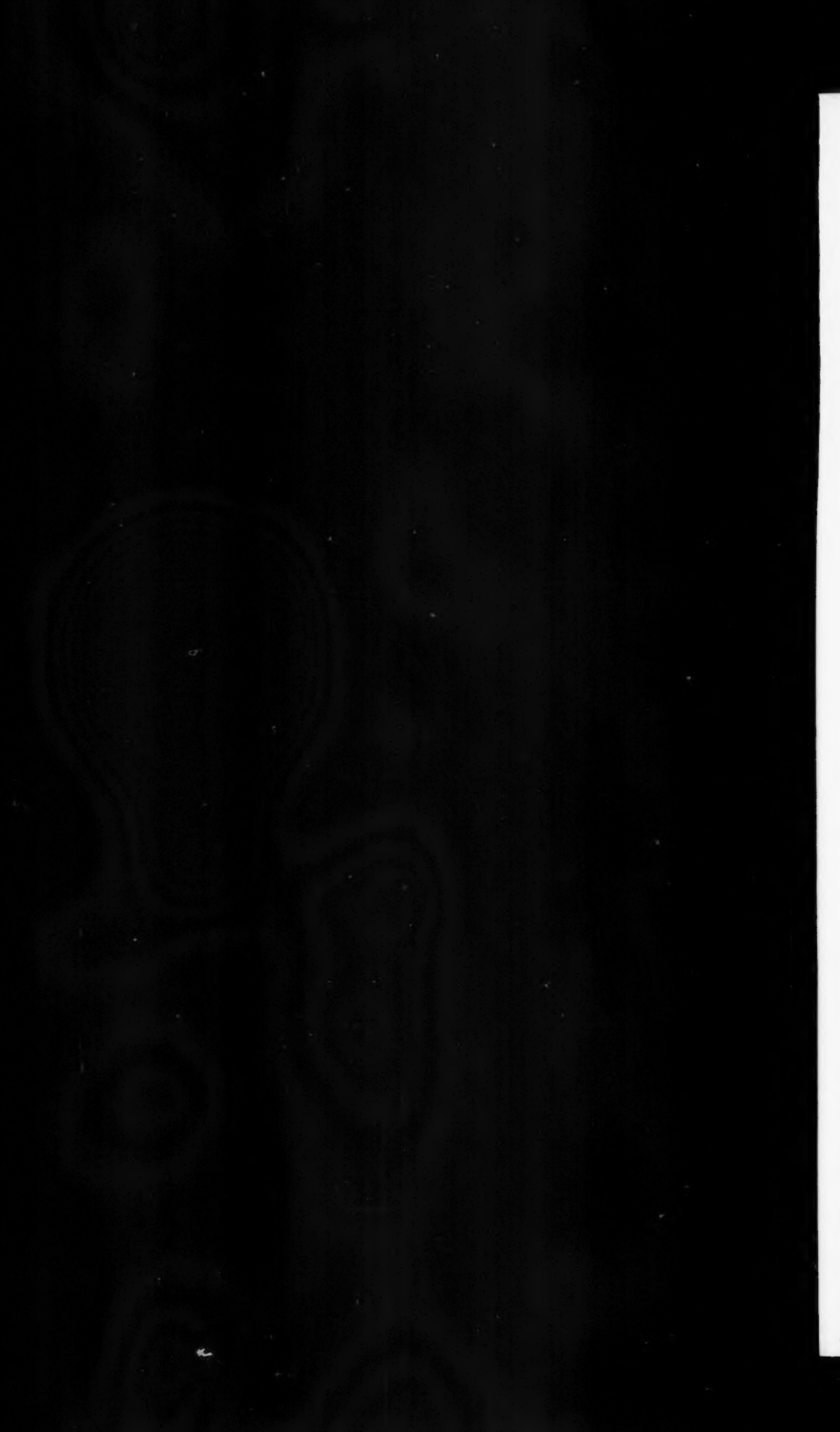
Lysol Disinfectant

The sentry at the gate, guarding the home against the invisible menace which threatens every household.

This is the spirit of the Lysol Disinfectant color page reproduced here. Coupled with the attractive illustration, this is reliable and practical copy, which tells the reader where to find the germs and how to kill them.



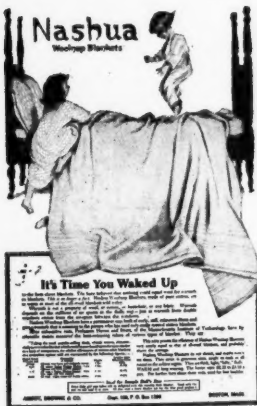






GEORGE BATTEN COMPANY, Inc.

Many a business needs ideas more than it needs money



Nashua Woolnap Blankets

Science has proved by most accurate and authentic tests that Nashua Blankets made of pure cotton are fully as warm as the average all-wool blankets sold in the United States.

Consequently, Nashua advertising has not only sold a great many Nashua Blankets, but has also taught the world a scientific fact of great practical value.

Why Have You Never Smoked This Cigar?

This is not the first time you have seen the advertisement of our Panatela. For about 14 years we have run it always including our offer to send a box to be tried entirely at our risk.

We have said over and over again that our Panatela at \$5.00 per hundred was a 10 cent cigar.

Getting the smoker to *continue* to buy his cigars from our factory is very little trouble after he has smoked his first box. He *sees* where he is saving money. But getting the smoker to try his first box is none too easy.

Our offer to send the cigars at our own risk ought to satisfy the most cautious, and convince the most skeptical.

Here is Our Offer: Upon request we will send fifty Shivers' Panatolas on approval to a reader of SYSTEM, express prepaid. He may smoke ten cigars and return the remaining forty at our expense and no charge for the ten smoked if he is not satisfied with them; if he is pleased and keeps them, he agrees to remit the price, \$2.50, within ten days.

Our Panatela is a hand-made cigar with a wrapper of genuine Sumatra and a filler of long, clean, Cuban-grown Havana.

Cigars like these cannot be sold at wholesale for less than five dollars per hundred or retailed over the counter at less than three for a quarter.

We simply give our customers who buy by the box the wholesaler's price.

In addition we give our customers at all times the privilege of returning the cigars.

Now why not accept our offer and try our cigars? Our *Patela* is not our only cigar. We make all seventeen different cigars including a line of *Clear Havana* (all Havana, filler and wrapper). Our complete catalog, mailed on request, shows every cigar we make, from \$5.00 per 100 to \$15.00 per 100.

Try our Panatela. It's a mild, uniform, pleasing cigar; or if you want a larger cigar, ask for our catalog. Every cigar we make is sold on the same terms as our Panatela.

In ordering, please use business stationery or give reference and state whether you prefer mild, medium or strong cigarettes.

HERBERT D. SHIVERS, Inc.
2058 Market Street, Philadelphia, Pa.



Shivers Cigars

Faith in the honesty of the American smoker, in the principle that maintenance of quality is sure of reward, and in advertising, were the chief assets of the direct-to-the-smoker cigar business inaugurated fifteen years ago by Herbert D. Shivers.

The selling plan and policy are precisely the same today.



Warren's Standard Printing Papers

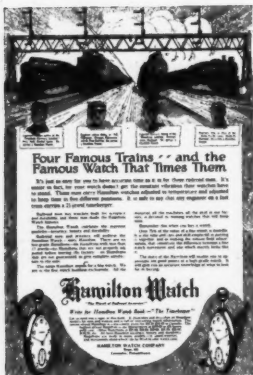
Even a sheet of paper becomes interesting when treated by copy of this character.

This educational campaign also gives to the buyer of printing paper a definite knowledge of what paper is best suited to the printing he proposes to do.



GEORGE BATTEN COMPANY, Inc.

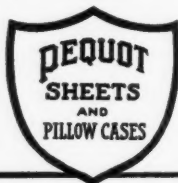
Business not invited seldom comes. We invite yours



Betty Wales Dresses

Can women's ready-to-wear dresses involving a constantly changing style line, be successfully advertised? The consensus of trade opinion a year ago was "no."

Mr. J. J. Goldman and George Batten Company said "yes." Their success to date has been so convincing that the campaigns grow in strength every season.

**Standard Since 1865**

Because of the beautiful firm weave and the snowy whiteness, Pequot Sheets and Pillow Cases have been the pride of particular housewives for 52 years. Used also by the *best* hotels and hospitals.

Made by
Naumkeag Steam Cotton Co., Salem, Mass.
Parker, Wilder & Co., Boston and New York
Selling Agents

Nitrate of Soda Propaganda

The advertising of the Nitrate of Soda Propaganda, under the direction of Dr. Wm. S. Myers, has consisted largely of scattering broadcast in the New World the lessons drawn from the Old World's intensive cultivation.

The yearly increasing yields per acre in this country show that the information has fallen on fertile ground and taken root.

The Hamilton Watch

Is there any reader of magazines who does not know that the Hamilton Watch is carried by the majority of the railroad men of America?

Is there a prospective watch-buyer to whom this appeal will not carry weight when he is considering what watch he would like to have for himself?



Pequot Sheets and Pillow Cases

The slogan, "Standard since 1865," proudly appears in every piece of publicity of the Naumkeag Steam Cotton Co. for Pequot Sheets and Pillow Cases.

For over half a century, Pequot Sheets and Pillow Cases have been the choice of particular housewives, hotels and hospitals.

Why Europe Makes Bigger Crops Than United States

Average Production of European Crops:		Average Production of American Crops:	
	Per Acre		Per Acre
Sugar Beets	14 tons	Sugar Beets	9½ tons
Wheat	33 bu.	Wheat	34 bu.
Oats	45 bu.	Oats	40 bu.
Potatoes	199 bu.	Potatoes	97½ bu.
Cotton in Egypt	400 lbs.	Cotton	136 lbs.

The difference in results is largely due to larger amount of Nitrated Nitrogen used in Europe per acre on Nitrates of Soda. Our probably small American yields are due to failure to appreciate the necessity of

Use 200 lbs. per acre as a Top Dressing, of Harrow, for the Striped Crops.
Use 200 lbs. per acre for the Cultivated Crops.

DR. WM. S. MYERS, 25 Madison Avenue, New York
Shower Chlorine Water Research



GEORGE BATTEN COMPANY, Inc.

Many of our clients have been with us over 20 years



Torrington Vacuum Sweeper

Suggesting to women that they follow the methods of their men folks and adopt labor-saving devices, because it is economical to do so, is perhaps not a new idea but it's a sensible one.



Bayer Tablets of Aspirin

Newspapers from Maine to California and most of the leading magazines are carrying the message of the Bayer Cross and it has sunk deeply into the public consciousness.

Minute Tapioca

The Minute Tapioca Company is the leader in this industry because of the convenience and excellence of the product, and its aggressive selling methods.

The Minute Tapioca Company was one of the first to use full pages in color in the leading women's publications.





GEORGE BATTEN COMPANY, Inc.

*Big advertisers were big men before advertising
made their business big*



U. S. Cartridge Company

Ten points of superiority for The Black Shells give a sound working basis for their advertising. On this foundation there have been built up simple, home-tests for proving the ten points.

Naturally the copy and illustration in these advertisements have sought to impress on sportsmen the value of ammunition of tested excellence.

REX MIXER
PERMANENCE
in CONCRETE

How a Chain Mixer Affected the Cement Industry

The Rex Concrete Mixer has revolutionized the cement industry, and is now being used by all the leading contractors in the United States. It is the only mixer that can be used in the most difficult conditions, and it is the only mixer that can be used in the most difficult conditions.

When you buy a Rex Mixer, you are buying a machine that will last for years. It is the only mixer that can be used in the most difficult conditions, and it is the only mixer that can be used in the most difficult conditions.

REX MIXER CO., INC.
CHICAGO, ILL.

It's great old sport if
your shells are waterproof

Think what a smart shell means. Can a shell be waterproof? Put a Black Shell into water to half an hour. Then Black Shell—every Black Shell—every Black Shell will sink. That's a shell that's never touched by water. That's a shell that's never touched by water. That's a shell that's never touched by water.

US BLACK SHELLS
Smokeless and Black Powder

US ARMY AND NAVY
AMMUNITION DEPARTMENT
WASHINGTON, D. C.

The Chain Belt Company

National advertising by this Company involved the uniting of a list of products, each already well known in its field, under the name "Rex." This advertisement is one of a large series appearing in mediums of large national circulation.

Blue Buckle Overalls

By advertising Blue Buckle Overalls to the consumer, we have made them more acceptable by name to the man who has been in the habit of going to his store and buying just "a pair of overalls."

"...and my next pair of overalls will be Blue Buckle Overalls!"

It's obvious the man who has been associated with all the great things that have gone into making this Blue Buckle Overalls.

BLUE BUCKLE Overalls
"Strong all over"

Blue Buckle Overalls are made of the finest material and are made in the most perfect manner. They are made in the most perfect manner and are made in the most perfect manner.

JOHNSON OVERALL CO., Lynchburg, Va.

Rare Gifts at a Saving by Mail

Ten Thousand Beautiful Gifts by mail

Daniel Low & Co.
Jewelers and Silversmiths for 40 Years
301 Essex St. Salem, Mass.

Most Beautiful Gift Book Ever FREE

Send for your free copy of the most beautiful gift book ever published. It contains over 1000 beautiful gifts, and is free of charge.

DANIEL LOW & CO.
Jewelers and Silversmiths
301 Essex St. Salem, Mass.

Daniel Low & Co.

The work of the Daniel Low & Co. advertising has been to put the stock of an extremely large and high grade jewelry store at the disposal of people all over the civilized world.

The prospective customer finds in the advertising a substitute for the information which he gets in the retail shop in advance of purchasing.



GEORGE BATTEN COMPANY, Inc.

No man in this organization operates alone



Old Hampshire Bond

When the first advertisement of Old Hampshire Bond appeared, one advertising man after another calmly consigned it to the limbo of failure.

But with all the paper that is advertised today, there are few buyers of business stationery anywhere who do not recognize Old Hampshire Bond as being first quality in this field.



You Don't Wear a Mother Hubbard to an Evening Party

You don't use a sailor's needle for fine embroidery. Nor do you play tennis in high heels. Then why use carbon paper that is the wrong finish, weight and manifolding power for your kind of work?

Let us prescribe the Carbon Paper that exactly fits your work—it's FREE

Just write us a two or three line letter about any special results you wish to obtain. If you can figure out and characters cause trouble, use them in your letter so we can be just what your difficulty is. Also give your dealer's name. Make the usual number of carbon copies. Send us the original together with copies and sheets of carbon paper used, all in place. We will prescribe the correct degree of ink finish, weight and manifold power that exactly FITS your needs.

Avail yourself of this Free MultiKopy Individual Advisory Service today. With the prescription we will also send you free a SAMPLE SHEET of the carbon paper you ought to use.

F. S. WEBSTER COMPANY
600 Congress Street Boston, Mass.



Pepto-Mangan

These advertisements have been appearing in leading newspapers.

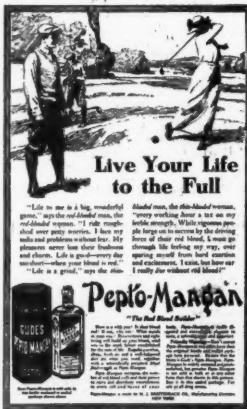
The copy, although inspirational in tone and appropriately illustrated, is rigidly conservative in claims and always addressed to the intelligence.



MultiKopy Carbon Paper

For years MultiKopy Carbon Paper has enjoyed the unique distinction of being the only nationally advertised carbon paper.

The outstanding feature of the present Multi-Kopy campaign is educating ~~the~~ the consumer to use carbon paper that is exactly fitted to any given work.



A LARGE majority of the products shown in the preceding advertisements have already achieved dominating leadership in their respective fields.

Much of this leadership has been due to well-directed advertising based upon intelligent selection of proper advertising media; skilful preparation of attractive, convincing copy; and sincere, painstaking service and sales counsel.

George Batten Company is always ready to discuss advertising plans with those who aspire to grow. Our clients and our twenty-six years of successful advertising work are the best indications of our fitness to serve you.

May we hear from you?



GEORGE BATTEN COMPANY

INCORPORATED

Advertising

381 FOURTH AVENUE, NEW YORK

BOSTON: 10 State Street CHICAGO: McCormick Building

Big Settings for Little Products

Methods of Magnification of Sales Message That Are Perfectly Proper

By R. Bigelow Lockwood

IT has been my experience to find that many manufacturers of "little" products are afflicted with stage fright when they consider the possibility of advertising. Because their product is small-sized and appears perhaps as only part of a larger product, they pass up real advertising opportunities. Moreover, some advertisers are not making the most of their opportunities.

It is a bromide to say that little things may have a big significance, and that the copy should dwell on

these methods take the form of an openly frank appeal for recognition, others are more veiled; all are interesting because they throw light on an existing problem.

The double-page spread of the Jefferson Union Company comes under the head of a direct plea for the proper recognition of its unions; small devices when compared with large equipment and in such common use as to deaden the appreciation of power plant engineers to their great importance.

JEFFERSON UNION

The Little "BIG" Things of the Power Plant

Jefferson Union Features

Jefferson Union Co. Equipment, Inc.

VISUALIZATION OF THE BIG FUNCTION OF A SMALL "PART"

this big significance. There is still plenty of opportunity to apply this well known copy principle, and it can be applied to the decided profit of a number of advertisers and would-be advertisers I know. It is my purpose in this article to recall some of the dependable methods of giving a big significance to little things.

Some advertisers in the technical field, whose proposition is a small one, are waking up to their advertising possibilities. Some of

As may be seen this entire advertising is devoted to an appeal to "give the union its due." The copy runs as follows, after being introduced by the headline—The Little "Big" Things of the Power Plant:

A cinder is a little thing.

Get it in your eye, it's as big as a house.

The little things about a power plant should not be underestimated—it is usually a little thing gone wrong that causes a breakdown on the engine or the pump.

When the little thing goes back on

you then you realize that *little things* are *big things*, after all.

As for unions—

They may be a detail about which you don't care to bother—but let several commence to leak and they at once assume the size of the cinder in your eye—why not give the purchase of some of the little "*big*" things as much attention as any plant equipment you buy?

This is excellent logic and clearly outlines the stand taken by the Jefferson Union Company in combating a possible attitude of unappreciation toward such a small article as a union.

Turning from the direct plea for recognition of the importance of little things we find in a recent advertisement of the Bristol Company a veiled appeal aimed to urge upon the reader the importance of the Bristol Safety Set Screw.

Briefly, by way of explanation, a set screw in itself is merely a screw used in clamping collars, pulleys, etc., to shafts and for any adjustable machine parts requiring screws. And in general design set screws are divided into two classes: projecting head and safety set screws. The former have a dangerous head, liable to catch on clothing and do damage to the operator, while the latter are sunk flush or below the revolving surface. And both types are so common that a somewhat radical form of advertising is needed in order to arouse interest on the part of the reader.

In advertising the Bristol Safety

Set Screw the company had for some time been running copy based on featuring the various advantages peculiar to its design. Realizing, however, that the set screw proposition, considered as an article, was small and perhaps not receiving the attention and serious consideration it deserved, it was decided to look around for

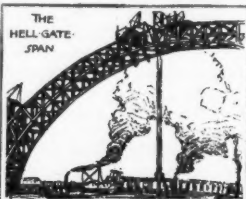
some way of bringing the importance of safety set screws strongly before the reader to make him appreciate their true value in the scheme of efficient management.

The fact that twenty States have passed laws making it a crime to use projecting head set screws gave the Bristol Company its clue. If these States considered the safety set screw so important as to pass laws to compel its use it is only reasonable to suppose that this fact, if brought before the attention of readers, would have the effect of raising the safety set screw to a position deserving of consideration.

Another advertisement which the Bristol Company ran, aimed to accomplish the same purpose, pictured the identical projecting head set screw that killed

a workman. The headline, "Guilty of Murder," immediately attached a new degree of importance to such a trifle as a set screw, small enough to be held between the thumb and index finger, and made the reader view the set screw

(Continued on page 105)



A Pencil Bridged the River First

A marvel of engineering and draftsmanship was this great span. The details were tedious and necessarily correct. The success of the great span depended on the accuracy of the penciled drawings. When you are designing intricate problems, you cannot afford to have your lead break, or crumble, or tear the paper. You cannot afford not to have the best pencil.

**DIXON'S
ELDORADO**
"the master drawing pencil"

has received the highest endorsement of architects, engineers and draftsmen all over the country. It is the correct pencil for difficult work. Made in 17 degrees. Full-size samples sent on request on your letter head; please specify degrees chiefly used.

JOSEPH DIXON CRUCIBLE CO.
Dept. 221-J, JERSEY CITY, N. J.

DIXON'S BEST WHITE N. 582
"the master drawing pencil"

DRAMATIC AND TRUE

Today's Housewife

Dedicated to Efficiency in the Home.

Today's Housewife for a very definite reason has a selected circulation that offers special value to advertisers.

That very definite reason is that Today's Housewife attracts only the type of woman who takes the magazine because she wants practical help in her everyday home problems. We have brought together an army—over one million strong—of earnest, progressive, interested women who have learned through reading Today's Housewife that the difference between housekeeping that is drudgery and homemaking that is interesting and joyful is the possession of the knowledge that this magazine brings them.

When you talk to these women they are not only receptive, but your story is already half told. All you need to establish is that your product measures up to the standards of quality and value that they have adopted and are adopting through the reading of Today's Housewife—standards which have brought them greater happiness, greater usefulness and which have put greater satisfaction and pleasure into their everyday lives.

They are women who are educated in the homemaking of today. If your product sells best to this type of women, they want to hear your story—over a million of them.

The majority of these women cannot be reached through any other national periodical.

Why postpone the taking of this profit?

H. R. REED

Advertising Director

461 Fourth Avenue

New York



PRUNING

JUST as the man who grows grapes cuts back his vines yearly to ragged stumps, knowing that the luxuriant new growth will be that much stronger in consequence, so we are deliberately cutting away nearly 200,000 of our circulation. When our pruning is finished, there will be left a sturdy and massive trunk upheld by widespreading roots, represented by our 300,000 subscribers and newsstand buyers who derive direct profit from Everybody's Magazine and whom the magazine itself and its advertisers can also reach at a profit. The new growth which follows this pruning will be governed by the new conditions.



WE shall waste neither time nor money to attract volatile or fickle minds. The magazine will be published primarily and solely for those who share its principles, who are able to extract pleasure and profit from its perusal, who have adequate resources which make them worth reaching and who can be reached directly by sound business methods. They will form the finest buying public an advertiser could hope to address.

Everybody's MAGAZINE beginning with the November number, will go to a new size carrying a type page 7 x 10 $\frac{1}{4}$ inches. This new size represents the ideal of today for displaying advertisements to the best advantage both for the service of the advertiser and the convenience of the reader.

THOSE advertisers who have used space with us between the dates of April and October inclusive will be entitled to the old page rate of \$350 in the new size (7 x 10 $\frac{1}{4}$) for November and December, 1917, and January, February and March, 1918 — for full pages only.

October forms close Aug. 25th

Everybody's MAGAZINE

N.B. — A short time ago Mr. Frank Vanderlip, President of the National City Bank, requested permission to reprint and distribute to his own selected list 10,000 copies of the article which had just appeared in *Everybody's Magazine*, entitled "Uncle Sam — Meet Russia" by Mr. Richard Washburn Childs. We do not expect that our pruned list of subscribers will consist wholly of the type of men Mr. Vanderlip wanted to reach with that article, but we do know that we shall eventually have most of them.

HELPFUL

PHYSICAL CULTURE, unlike most magazines, does not cater to the highly developed public taste for entertainment and amusement. It must win its readers by being helpful and full of inspiration. Its contents are carefully selected with this end in view.

Just how helpful its readers regard it is best shown by the fact that more than 75% of them preserve their copies for future reference.

How do we know this? By their own confessions.

One of a list of questions sent to 1000 PHYSICAL CULTURE subscribers was, "Do you keep the Magazine?" Analyzing the replies to this question we find that

73% keep it

8% throw it away

14% pass it along to friends

5% have it bound

120,000 people are now buying PHYSICAL CULTURE monthly to be helped. Probably 500,000 are reading it and being helped. And it is an established fact that the more helpful a magazine is to its readers, the more helpful it is to its advertisers.

PHYSICAL CULTURE is helping more than 150 advertisers to bigger profits.

It can help you.

The October issue closes September 3rd.

Physical Culture

Flatiron Building

New York City

the pin and the machine stops. This vitally important detail is hidden away out of sight; it is a little thing, a mere trifle, yet it bears a heavy burden of responsibility and safety. The mere fact that it is small does not detract one iota from its importance. Its importance lies within itself, yet credit is given in abundance to the shearing pin by those who appreciate its importance and necessity in machine design.

Many a manufacturer has a shearing pin to advertise—a small product of vital importance in the industrial world. To get readers to appreciate and pay tribute to its importance is a problem which is deserving of careful consideration, for a proper appreciation of the relative value of small things is necessary in the promotion of sales.

B. F. Goodrich Learns About "Printers' Ink" Reader Interest

THE B. F. GOODRICH RUBBER COMPANY
AKRON, O., July 31, 1917.
Editor of PRINTERS' INK:

The vast domain of PRINTERS' INK sphere amazes us and we cannot permit this opportunity to pass without telling you of the 7,000 letters we have received from the four corners of the earth as a result of the article in your April 12 issue on our new booklets, "Suggestions for Correspondents." A steady stream of requests continues to pour in from every nook and corner of the United States and from practically every country in the world except Germany.

Requests were even received from French business-men—soldiers in the western front. Large business institutions in London, Paris, Buenos Aires, Columbia, Switzerland, Canada, Naples, Madrid, Honolulu and Melbourne expressed themselves as "Very much interested."

One of the letters reads as follows:

"NAPOLI, May 5, 1917.

"Ill. mo Signor,

"The B. F. Goodrich Company,

"Akron, Ohio.

"We have read with much interest the article on Goodrich Better Letters Campaign in PRINTERS' INK, of which paper we are a subscriber.

"As we make a thorough study of every literature published on Business and Advertising, for a large work to be published in a next time, we take the liberty to let pursue the interesting observations published in your bulletins.

"With best thanks, we are

"Yours truly,

"ALFREDO VITALE FU RAFFAELE."

The following is a request from a French army officer:

"58, RUE RODIER, PARIS,

"Le 7 Juin, 1917.

"The B. F. Goodrich Co.,
"of Akron (Ohio).

Gentlemen:

I have read in PRINTERS' INK (April 12, No. 2) an article about the improvement in your correspondence and have been very interested.

I shall be very glad if you will be good enough to send me the booklets quoted in this article.

"I beg you to send them to the army where I am now, to the following address:

"Mr. Jossier—Officer,

"Quarier General,

"secteur postal No. 51.

"With many thanks I remain,

"Yours truly,

"G. J. JOSSIER."

This new evidence of the scope of your publication will undoubtedly be gratifying to you. Your interest in aiding your readers to improve their correspondence was evidently appreciated by them.

J. W. O'MEARA,
Advertising Department.

Germany's Big Advertising Agency

The Associated Press is responsible for a statement, which comes from Copenhagen, to the effect that through the organization of the Foreign Advertisement Company, Germany hopes, after the war, to influence the editorial opinion of the newspapers throughout the world, in which the concern places advertising. This company was founded shortly before the war to place the advertising in both foreign and domestic newspapers of 150 of the leading concerns in Germany.

It is said that its capital was recently increased from 200,000 to 1,000,000 marks. Among its stockholders are listed many of the country's great commercial names. The founders of the institution are reported as believing that with such an amount of advertising to dispose of, they expect to shape the German news that the papers publish.

E. M. Murray in Government Service

E. M. Murray, who for several years has represented *The Field Illustrated* in New York City, has resigned to enter Government service. He will leave shortly for France as a member of one of the Government staffs specializing in construction work.

Joins "Millinery Trade Review"

Leonard Shultz, until recently with the *Class Journal Company*, has joined the *Millinery Trade Review* at New York.

Finding the Real Causes of Refusals to Buy

These Are Not Always Due to the Goods or Even to the Antagonism of the Prospective Customer

By Harrison McJohnston

AT a recent convention of Salesmanship Clubs in Detroit, five of the live salesmen there, over after-dinner cigars, agreed that in many cases the hardest task they have, and often most important as a factor in results, is the simple matter of making a special effort to find out the real cause of refusal to buy. In many cases they found that the real cause was an apparently insignificant fact which the prospective customer successfully hid from them.

"When I fail to sell a man and get to thinking about the real reason why he did not buy," said one, "I seldom am able to figure it out. Later I find in many cases that it was my lack of knowledge of some relatively non-essential little fact which would have turned the tide in my favor. And then once again I make a new resolution that before I leave a man who refuses to buy, I'll have the real reason for his refusal; for the time to get this valuable information is during the interview, not after it.

"Sometimes the real reason will not stand on its own pegs. It is not a good business reason, like the buyer who refused to buy from any man who would wear gloves when not wearing an overcoat. Often the real reason is a bad reputation a concern has gradually developed in the eyes of the trade—often the result of not giving the trade enough information about the product and the factory. I sell a nationally advertised spark plug. I think the advertising helps greatly in standardizing, you might call it, the attitude of customers and prospects toward my house. This is a great help to me. I am pretty sure to find about the same attitude toward me and my house

on the part of every dealer. This was not true when I handled un-advised lines. I never could tell in advance what kind of attitude I would run into.

"But if I am not dead sure of what the prospect thinks about me and my line," he continued, "I always aim to find out before I try to sell him. My opening talk is conversational. I ask sensible questions—questions the answers to which give me the prospect's opinion about things which I figure he ought to be able to speak about with authority. Most men are glad to open up when given a chance to give some practical information to some one who is sincerely interested. In this way I learn a whole lot about my man before I really try to sell him. Often I get his real reason for a possible refusal to buy. My questions lead around to the kind of product I sell. By that time, I know the prospect's point of view pretty well; but not always.

DEALER'S POINT OF VIEW WAS HARD TO FIND

"About a month ago I was selling this spark plug to a dealer in this state. This dealer has the agency for two cars which are not advertised extensively—not half as widely as they ought to be. I got this dealer's opinion on advertising these cars. He did not seem to hold it against these companies because they did not do more national advertising. I concluded that he was not as much of an advertising enthusiast as I had thought he was, although I had studied carefully two good home-made advertisements of his two cars in the local paper the evening before.

"I therefore confined my selling talk to mechanical points and said little about the big national

advertising campaign we were starting. Well, I wasted about a half hour trying to close him and was about to switch to another product when I saw a big scrap-book upon a shelf near the prospect's desk. I thought I saw some clippings of advertisements sticking out of this book. I asked about it and, to my surprise, found that this book was full of manufacturers' advertisements clipped from sundry newspapers and magazines. The ads were classified and arranged according to manufacturers and products, and some of them were pasted permanently in the book.

"A little later I used our national advertising campaign in a successful closing talk. Then this man pulled out of the book a couple of the first advertisements run on this plug. He said that he was interested in a guaranteed plug of this kind, but was waiting for more advertisements to appear before sending in his orders.

"Then he talked over with me all the copy I showed him, and gave me criticisms of many pieces as only a wide-awake, interested dealer can criticise when he feels that you really want his criticism. It is not uncommon experience for me to find a dealer like this man who insists on consistent good national advertising before he will stock a new line.

"I had noticed that nearly all the supplies in this man's stock were standard and well-advertised brands. I judged his attitude toward advertising, however, by the makes of cars for which he had the agency. He said that he could afford to take the additional time and to incur the additional expense necessary to sell a good car that was not backed up with as much good advertising as he would like to see, but he could not afford to take the time to sell unknown accessories. He required them to sell themselves. He said that he wanted to maintain his reputation for doing a strictly quality business, and for that reason, too, he could not afford to have items in stock which were not well and favorably known.

"He also told me that many salesmen, knowing his leaning toward nationally advertised products, bombarded him with advertising talk from start to finish. So he tries to conceal his real interest in advertising. He said my talk on construction was a relief; and he was more ready to believe what I later told him about the advertising campaign because I gave him only plain statements of fact concerning copy and insertions. He was very much interested in our printed schedule of insertions. I find that many dealers to-day appreciate fact-talk on national advertising.

"You see," concluded this salesman, "I was really lucky in this case. I handled this man just as though I knew his point of view. But I stumbled onto it. I suppose many a salesman with a product that is not nationally advertised has gone from this man's counter wondering why he could not get a hearing. Find out what your prospect really thinks as soon as possible. That's a good idea; simple, but not always easy."

FINDING OUT WHY PROSPECTS DON'T BECOME CUSTOMERS

On this point another of these salesmen said that the older he grew the more careful he became in sizing up customers and prospects. He is often surprised to find a customer to be fundamentally different from what he thought, and he is constantly revising his estimates of what his customers and prospects really think. He makes it a practice to "revise upward," as he put it. He looks for facts which cause him to have greater respect for them, especially for those who persist in remaining on his prospect list. He, too, always looks for the fact or facts which constitute the *real* reason why prospects remain prospects.

In one case he had called on a young hardware merchant off and on for five years before he found out that this young man did not own the business, but that his aunt was the owner, and

Stocking Kansas City Dealers

For obtaining dealer distribution in Kansas City nothing has the sales-compelling force of an advertising campaign in The Star.

Every dealer in Kansas City not only reads The Star but knows that it is delivered morning and evening to the door of every one of his customers.

Other advertising efforts may reach part of his customers. Star advertising reaches ALL OF THEM.

There are actually more Star subscribers, served by carrier, in Greater Kansas City than there are houses.

THE KANSAS CITY STAR

Morning	Evening	Sunday
215,000	215,000	215,000



A good test of the comparative strength of business papers in any field is the amount of classified advertising carried. That's because classified advertising is placed by the readers and represents *their* opinion of a paper's position. In the textile manufacturing industries, Textile World Journal carries more classified advertising than all other textile publications combined.

Textile World Journal

Members

*Audit Bureau of Circulations
Associated Business Papers, Inc.*

New York Boston Philadelphia Chicago Greenville, S. C.

also, in reality, the manager, for she allowed her nephew to buy only from a censored list of firms.

Forthwith this salesman picked up his courage and called on the aunt herself and gave her an institutional selling talk in which his concern's national advertising, in which a great deal of institutional copy is being used, played a conspicuous part. He did not attempt to get an order nor did he directly attempt to get his concern on her list of eligible supply houses. But he gave her the whole history of his house; made her feel acquainted with its president and its vice-president, its secretary and treasurer. He even spoke about the Red Cross work the president's wife was doing. Then he tipped off the sales correspondent at the office; and within three weeks the first order from this store came in.

The young merchant was ashamed to let the salesman know about his limited authority. The salesman did not tell the young man about his interview, figuring that the aunt was the kind who would be independent in her decisions at any cost.

"In one case," said another salesman, "I called on a merchant twice a year for three years before I found that his brother was a salesman for a competing house." He was selling clothing.

"This merchant," he continued, "never told me this, although it was his real reason for not stocking my line. He was a good enough business man to realize that he did not have a good business reason for not putting in my line, which would ideally supplement the stock he carried. He was not getting the young men's trade, and my house, as you know, specializes in making and advertising clothes for young men and for men who stay young. Pride and caution kept him from telling me about his brother.

"Were it not for the fact that I had recently decided to get at the real cause of my failure to land business in each 'hopeless' case, I might have called on this man several more years without

budging him. But I went to him the last time—just about a week ago, it was—with the sole purpose of sizing up the true situation, not to sell him—unless I got hold of his real reason for refusal, which I knew would not stand up against my line and my proposition.

"When I could not get the information I wanted from this merchant, I got into conversation with a clerk who had been with him a long time. The merchant took advantage of the situation to slip out of the store—probably hoping that I would be gone when he returned. But I was there and I knew why he had not bought my line.

"Now there was a delicate situation, as I think you will agree. I find that the best move in a case like that is simply to state the truth directly and without fear as to the outcome. So I told this merchant what I had learned about his brother, congratulated him on having a brother who was a salesman for a good house; and then I sold him without any further mention of his brother, using just ordinary salesmanship.

"You see, he knew that I knew the real cause of his persistent refusals. He knew that I knew it wasn't a good reason, and he knew me well enough to know that he couldn't use his real excuse for refusing my proposition. We had a silent understanding; and he came in gracefully as I thought he would."

ADVERTISING "HADN'T PAID" THIS MERCHANT

A neckwear salesman had a similar experience. He had one customer who objected strongly to selling advertised brands, but was afraid to mention his attitude to this salesman for fear of getting into an argument.

The salesman happened to notice one of this merchant's clerks try to switch a customer from the purchase of a well-advertised brand of collars on which the percentage of profit was about the same as on the unadvertised brand the clerk tried to sell. The salesman took an opportune mo-

ment to ask the clerk about it. "Oh, I guess the boss isn't very strong on the advertised stuff," was the clerk's reply.

Then slowly but surely the salesman's conversation with the merchant came around to the subject of retail advertising; and the merchant reluctantly told all about the money he had thrown away in local advertising. He admitted that the fact that this salesman's line of neckwear was advertised nationally was the real reason he would not sell it. And the cause of this was the merchant's own unsuccessful experience as an advertiser. Here was the real cause of refusal. The salesman proceeded to strike at the root of the evil. He knew the merchant had a good stock of neckwear on hand, and it was the right weather and season for a sale.

That same evening, down at this merchant's store, this salesman planned with this merchant a big neckwear sale for the following day. He wrote copy for a half-page advertisement—three times as much space as this merchant had ever used before. The salesman personally took the copy down to the newspaper office, paid in advance for it—out of his expense money—supervised its composition; and late the next day called on this merchant to see what the results had been.

He was not surprised to be welcomed heartily. The sale had cleaned out half the merchant's stock. He needed more ties and he wanted them in a hurry, for he wanted to continue the sale. The salesman wired his house for immediate shipment. Then he prepared another advertisement and talked advertising with this merchant far into the night. A repetition of this sale on the same day of the following week was more successful—and a nationally advertised brand of neckwear featured the advertisement.

Incidentally, this salesman learned something that second night from this merchant, who opened up to him. He found that durability in neckwear was

even more important that he had thought it was in the eyes of merchants—therefore in the eyes of men to whom the merchant sells—and that national advertising to consumers had established his line as durable even in the experience of this merchant who was violently opposed to advertised brands of anything.

"But the point in this case," said this salesman, "is that I might have had this man's business long before had I found out sooner the real cause of his refusal. Had I begun to be very curious on that point long ago, I'd have cut into the number of failures I have had. It's easier to-day than ever to misjudge a buyer. He spends less time talking anything but the business in hand—and if his reason for not buying is not a good business reason, he hides it tight. I have more than once felt foolish because I did not sooner get hold of a simple fact, apart from strict business, which stood between me and a new customer."

Pangborn Is on Leave of Absence

HENRY TETLOW COMPANY

Philadelphia, Pa., Aug. 2, 1917.

In last week's issue of *PRINTERS' INK* there was a paragraph concerning my enlistment in the American Field Service. In the main it was correct, but owing to its wording, the implication was that I had left my present position entirely and therefore a good many applications for my job are coming in.

I would consider it a favor if you would print to the effect that I am on leave of absence.

CLIFFORD H. PANGBORN,
Advertising Manager.

Churchill-Hall Has "Slip-pon Veil" Account

Churchill-Hall, Inc., New York, has secured the advertising account of the Silverberg Import Company, of the same city, maker of "Slip-pon" Veils and other specialties.

Forhan Appoints Chicago Agency

The Forhan Company, Inc., New York, manufacturer of dental preparations, has placed its advertising account with the Erwin & Wasey Company, Chicago.

CO-OPERATION

is a much abused word.

THE IRON AGE

however, has built up a sales promotion department that really does operate jointly with the agency or advertiser to a common end—the increase of sales, and establishment of good will at a minimum cost.

Expert, technical knowledge is an essential in the preparation of copy that will attain a maximum of effectiveness when addressed to the readers of a business publication, such as *The Iron Age*.

Accordingly, the iron, steel, foundry, machinery, and metal-working industries have all been drawn upon to supply the personnel of this department. Each man is a specialist in his field.

Any agency or advertiser with a proposition of interest to the executives of this big buying field is invited to avail himself of the services the Sales Promotion Department can render. It may mean the solution of your most difficult sales problem.

THE IRON AGE

(Member Audit Bureau of Circulations)

239 West 39th Street

New York, N. Y.

N. B. Sixteen hundred sixty-eight firms regularly use space in The Iron Age. They continue because it pays. Much of this advertising is placed by agencies who often ask us to work with them in the preparation of copy.

The Acid Test

The statements of leadership in advertising in certain lines are interesting but far from conclusive. *A survey of the whole field is the real acid test.*

For instance,

**The Boston Globe has several
thousand more individual ad-
vertisers every week in the year**

than any of the other Boston newspapers printing daily and Sunday issues.

These thousands of advertisers, most of whom keep a record of their answers from the Globe, continue to use the Globe because they know positively that the Globe gives them by far the greatest results. **Globe readers read advertisements.**

The enormous number of answers which are delivered to Globe advertisers, as well as direct personal calls, each week prove conclusively that nearly **every reader of the Globe studies Globe advertisements** very closely; that is why Globe advertisements bring such gratifying and **profitable results.**

Boston Advertising Totals

For the seven months ending July 31, 1917, the Boston papers having Daily and Sunday issues (including all kinds of advertising) published the following number of lines:

GLOBE	5,355,459
Post . . .	5,094,752
Herald . . .	3,604,350
American . .	3,407,670

In classified advertising the record was as follows (total number of wants printed in the seven months:)

GLOBE .	298,437
American .	108,192
Post . . .	55,628
Herald . .	38,774

The Cash Receipts of the Globe From the Sale of Papers For the Seven Months Ending July 31 Were Greater Than Those of Any Other Similar Period in the Paper's History.

Production in Louisiana Is Increasing the State's Wealth

The Times-Picayune Leads All Other Mediums in New Orleans Producing for Advertisers

Approximately one-half of all the sulphur in the world is produced in Louisiana, and this state is the largest producer of rice and cane sugar in America. With one exception Louisiana is the largest manufacturer of lumber in the world. It has the largest salt deposits in the world, and its chief city, New Orleans, is the largest manufacturing city in the South. Louisiana is about sixth in the production of oil and gas in the United States. Its crops alone this year will amount to \$170,000,000. Many mills, factories and the navy yard are working overtime. Banks of the state never had such a volume of money on deposit. Retail stores had the best July business they ever knew.

The Times-Picayune

"Greatest Newspaper South"

Business conditions are further reflected in the advertising columns of The Times-Picayune—the largest volume any New Orleans medium ever knew. For the first seven months of 1917 it amounted to 4,329,592 lines—922,884 lines more than its nearest competitor and 1,351,143 lines more than its next nearest, and this without advertisements of liquor, beer and alcoholic beverages in The Times-Picayune. Every month gave an increase over last year.

The Times-Picayune produces, hence its advertising patronage

Besides prestige with the people The Times-Picayune has a larger circulation adjacent to the stores of New Orleans than any other medium—82 per cent of its entire circulation being city and suburban. The Audit Bureau of Circulations has just issued its report on The Times-Picayune. Get a copy, analyze it and see for yourself.

The report shows that The Times-Picayune makes truthful statements to the Bureau, and does not try to mislead its advertisers

*Foreign Representatives: Cone, Lorenzen & Woodman
New York, Chicago, Atlanta, Detroit, Kansas City, Des Moines*

(Member Audit Bureau of Circulations)

Handling Uncle Sam's War-time Mailing-lists

Over 800,000 Stencils Now in Use

TO have a mailing-list of 77,000 names suddenly plumped down upon you with an obligation to circularize that entire list every day in the week, Sunday excepted, is an experience that would probably not be relished by the average advertiser. That, however, is the responsibility that has lately been thrust upon the United States Government in the circulation of its newly inaugurated Official Bulletin—an official gazette launched by George Creel's Committee on Information for the purpose of selling the public on the nation's war-time activities.

This growth "over night" of a full-fledged mailing-list is but one feature of the handling of Uncle Sam's war-swollen mail that has perhaps particular interest for direct-by-mail advertisers. Thanks to the needs of war-time publicity, the Government now has in active use more than 800,000 stencils and the number is growing so rapidly that this total may be out of date before it can be put in type. "Active use"—just here is the kernel of the war-time mailing proposition.

It is doubtful if any private advertiser, not excepting the large mail-order houses, ever gave so many repeat orders for addressing as the Government departments have placed since the outbreak of the war. It is a wonder, indeed, that the stencils at Uncle Sam's centralized mailing plant have not been worn out by the frequency of the "runs" which have resulted in dispatching as many as a dozen pieces of literature to the same address within the span of twenty-four hours. Not merely circulars, leaflets and Government bulletins have gone out to the Federal roster of prospects, but the big mailing-list under the di-

rection of the Superintendent of Documents at the United States Government Printing Office is being used several times a week to broadcast Governmental war posters of one kind or another, each poster being accompanied by a request that Uncle Sam's correspondent who receives it will bestir himself to obtain display.

So far as the general public, even the advertising public, is concerned, the Superintendent of Documents at Washington has had little recognition as the rapid-fire mail advertiser that the war is disclosing him to be. The Superintendent has been tolerably well known as the active head of the Government's mail-order bookstore and has been even more familiar as the Federal "subscription agent," maintaining more than fifty subscription lists for Government periodicals, daily, weekly, monthly, quarterly and occasional. It has, however, required the exigencies of the war to reveal this versatile executive as a captain of direct advertising.

MAIL LISTS NOW ALL KEPT IN ONE DEPARTMENT

Formerly each institution under the Government had its own mailing department and maintained there mailing-lists so subdivided as to permit of specialization, geographical or otherwise, in circularizing. As though in anticipation of the pressure of a war publicity and educational campaign, arrangements were carried out a few years ago whereby all the Federal mailing-lists were mobilized at the headquarters of the Superintendent of Documents. The plan has proved effective in preventing duplication in mailing and has also enabled a standardization of mailing method that is accounted advantageous.

Ordinarily, three operatives are capable of taking care of the changes in Uncle Sam's 937 different mailing-lists—changes in address and additions that do not ordinarily average more than 10,000 a month—but extra help has been necessary since the outbreak of the war in order to cut stencils for the great number of new names added to the lists. The stencils for all Government lists are kept in metal trays of a capacity of 400 to 500 stencils each, and an elaborate system of cross-indexing permits the prompt location of any name, no matter on what list it has place.

The contention of some advertisers and publishers that country folk (including suburbanites) do more reading than they are given credit for seems to be borne out by the mailing-lists of the Government. Not only are the rural lists the largest in the entire roster, but it is to these lists that additions have been most numerous since war conditions stimulated a new interest in agricultural production, home canning and preserving, etc. One list used by the Department of Agriculture for its direct advertising incorporates more than 180,000 names, and another agricultural list stands at present at 125,000 names.

Advertisers who have been told that they will have to devote increased attention to "envelope-stuffing," once the increased postage rates go into effect, may be interested to hear that Uncle Sam has been practicing something of the sort ever since the war began. To make sure that the full allowable weight of printed matter goes into each envelope is not, of course, a worry for Uncle Sam, because all his direct advertising is sent out under frank and he has not the incentive to seek "full measure" that will henceforth be present in the case of each private advertiser. Governmental recourse to the plan of sending out several documents under one cover has been impelled solely by a desire to conserve energy in the mailing-

room, particularly to keep down the number of addressings. Evidently, Uncle Sam, in his capacity of direct advertiser, is a believer in "attack" via first-class mail because, latterly, Government wrappers for various publications bear the printed instruction that each piece, though printed matter and unsealed, is to be handled by the Post Office as first-class mail.

Almost an Automatic Store

During the last few days, representatives of the Philadelphia retail trade have visited Lockport, N. Y., to inspect a store which is one of the few that have so far been established in this country to get down to bedrock in the selling of groceries by eliminating practically all service. The store in question is one of four operated by the same man, and everything is in package form. Some of the goods are packed in a little central plant operated by the concern, ordinary paper bags being used. There is nothing sold in bulk. Goods are arranged in the store so as to be easily accessible to customers and the price is plainly shown on everything. The customer enters by a turnstile, picks one of a pile of large tin pans which are there for her use, and then goes about and waits on herself. If she wishes a basket she can buy it for a few cents. After her order is complete, she passes out through the same turnstile, encountering a cashier, who tallies up her account and collects in cash. The customer then takes the goods out of the tin pan, puts the latter back on the pile, wraps her own purchases in a large paper bag and carries them home. There are but two employes in the store—one is the cashier and the other is a girl who walks about and sees that everybody is taken care of. All of the work, however, of waiting on customers is done by the customers themselves.

The observers from Philadelphia say that while the proprietor of these stores uses leaders as a means of getting people in, his average profits are good. His overhead expense is only 8 per cent., which gives him very much of an advantage over every other competitor. There is some expectation that some of these stores may be opened in Philadelphia during the coming season.—*Modern Merchant and Grocery World.*

Agency Man in Film Advertising

J. W. Cambridge, formerly with the Smith, Denne & Moore Agency, of Toronto, has been appointed publicity and advertising manager of the Canadian Universal Film Corporation of Toronto.

Chain Stores Advertise As Economy Measure

Philadelphia Consolidation Also Eliminates Deliveries and Telephones

THE American Stores Co., which, through a recent consolidation of chain grocery companies, is operating 1,225 stores in Philadelphia, Pennsylvania, New Jersey, Delaware and Maryland, catering to a population of more than 4,000,000, has taken a radical step to hold within bounds the soaring costs of doing business and the prices to the consumer.

Deliveries and telephones have been eliminated, thus at one stroke cutting out expense items which run into a startling aggregate for 1,225 stores.

The company also has abandoned for reasons of economy its former policy of issuing weekly circulars, and within the last few weeks has been conveying its messages to the customer through advertising space in the newspapers.

In this advertising is capitalized the saving which results to the customer through "carrying it home" instead of saddling a delivery and telephone charge on the prices she has to pay.

Radical though this elimination of delivery and telephone service is, however, the company had precedents in the experience of certain of the stores before the consolidation which made it confident that in the long run the public would set the seal of approval on the change in increased purchases, despite the fact that certain individuals, or even certain neighborhoods, might be antagonized.

This confidence, says Robert Hunter, publicity manager of the

consolidated system, has already been vindicated by the sales records, which showed business only slightly below normal the first week the delivery and 'phone service was eliminated, and which

A Penny Saved

is not only a penny earned, but it's

AN EARNING PENNY.

"It Pays to Carry It Home"

Did you ever think of it in just that way? A hundred pennies make a dollar, and dollars are quickly and unexpectantly saved by dealing regularly at THE AMERICAN STORES—where all expectation for your trade rests on having goods best worth your buying, at fairer prices than you'll pay elsewhere. That's to-day's and every day's reason; and it's accepted by a very large following of sound, sensible people, who live outside of the city zone and show appreciation of our methods. Such confidence can only be based upon **ABSOLUTE DEPENDABILITY.**

We're facing conditions which have had no counterpart in our country's food supply. And although the outreach of our organization on unconsciously large the key to the situation seemed to turn toward the **REDUCTION OF OPERATING EXPENSES**—that we might maintain fair prices for everything to everybody. There's a heap of helpfulness in all this; and really practical and thoroughly thrifty people see and thoroughly understand how well **"IT PAYS TO CARRY IT HOME."**

Flour, All Mill Brands, 12-lb. Bag 80c

CHESAPEA, PILLSBURY, GOLD MEDAL AND KING MEDALS.
"It Pays to Carry It Home"

Hawaiian Pineapple, 15c can "It Pays to Carry It Home"	Pure Creamery Butter, 40c lb. "It Pays to Carry It Home"
Sliced Dried Beef, 10c pkg. "It Pays to Carry It Home"	Our Very Best Butter, 45c lb. "It Pays to Carry It Home"
Uneeda Biscuit, 5c pkg. "It Pays to Carry It Home"	Really Fresh Eggs, 37c doz. "It Pays to Carry It Home"
Victor Quality Bread, 12-lb. 6c "It Pays to Carry It Home"	Our Choicest Eggs, 40c "It Pays to Carry It Home"
Our Very Best Coffee, 20c lb. "It Pays to Carry It Home"	Pure Vinegar, 9c "It Pays to Carry It Home"
3 Good Matches, 10c "It Pays to Carry It Home"	Window Screens, 30c each "It Pays to Carry It Home"
Laundry Soap, 3 1/2c cake "It Pays to Carry It Home"	Very Good Cleanser, 3c can "It Pays to Carry It Home"

"It Pays to Carry It Home"

American Stores Company

EVERYWHERE IN PHILADELPHIA

And Conveniently Located in Cities and Towns

PENNSYLVANIA, NEW JERSEY, DELAWARE, MARYLAND

HOW STORES ARE SELLING IN THEIR ADVERTISING
THE NEW POLICY REGARDING DELIVERIES

showed in the third week sales above normal.

In the meantime, the company is taking time by the forelock in its advertisements, simultaneously setting forth the advantages which

it claims for the consumer under the new system, and forestalling the development of criticism on any large part of its clientele. A recent announcement had this to say:

"Delivery and telephone service, though no doubt a convenience, was largely and broadly *abused*; and it was never intended that it should become such a formidable item of expense. It crept slowly into the business, and, like the peach in the poem, it grew and *grew* and GREW; and became a 'tale of woe,' for it was a burdensome and *direct tax* upon the household purse. . . .

"If you learn the way of careful folks, you'll see how wonderfully well '*It Pays to Carry It Home*.'"

This slogan, "*It Pays to Carry It Home*," runs all through the company's advertisements, being italicized beneath each quotation.

The further explanation is attributed to Samuel Hunter, president of the company, that the expense of the telephone and delivery service, which amounted to many thousands of dollars was only one of the reasons why those services were cut out; that war conditions were making labor supply more uncertain each day; and that teamsters, chauffeurs, stablemen and other employees needed to operate and take care of the horses, wagons, trucks and push-carts soon would be needed for military duties.

Further explanation of the betterment of the service by the step the company has taken was given by Robert Hunter to a representative of PRINTERS' INK.

"When the store manager and clerk have to see to the filling of delivery orders," he said, "they have two things on their minds at once, for they must keep right on waiting on the customers who come in, and this does not have the tendency to increase their efficiency in attending to the work strictly at hand, that of selling the customer who is in the store. Relieved of the mental burden of keeping tabs on deliveries and seeing that they are made to the various homes in time for the various

dinners, they become more of the salesman and less of the order-taker.

"We have proved this from the experience of one store in a city not far removed from Philadelphia. This was a small store, but it did a business of \$500 weekly, a large proportion of it being delivery orders. When the delivery feature was eliminated it did lose some trade among families which were not in the immediate vicinity, but in the main the men in the store, through the greater attention which they were able to give to the trade right at their doors, were successful in building up the weekly business of that store to \$1200, or more than double.

"Strangely enough, some of our stores which cater to particularly wealthy districts have felt great stimulus under the new plan. The customers' automobiles and our prices seem to be a much more satisfactory combination than delivery on our part and the prices we would have to charge under that plan."

Mr. Hunter believes that the manufacturers of trade-marked and nationally advertised brands are coming pretty generally to the point where they will regard the advantages of centralized and economized distribution, as through such an organization as the American Stores Co., as overbalancing objections they may have to the cutting of retail prices on their goods. The American Stores cut prices on standard lines when they deem it good merchandising to do so, taking the stand that the goods become theirs outright by purchase and may be disposed of in any manner they see fit.

Among the company's own stores, however, prices are uniform, being the same for the same article on the same day in such widely scattered localities as Wilmington, Ventnor, Trenton, Atlantic Highlands and Philadelphia, though deliveries of stock to the stores are made from the warehouses in Philadelphia, and the charges naturally are considerably higher to the outlying points than within the city.



HARPER'S MAGAZINE ***AN AMERICAN INSTITUTION***

For sixty-seven years Harper's Magazine has held the post of honor in the homes of the best American families.

Its strong appeal to people of intelligence and wealth is clearly indicated by the fact that more private schools and colleges of this country place their advertising in Harper's Magazine than in any other publication—there are forty-eight pages of such advertising in the August number.

Harper's Magazine has for many years stood first in literary and artistic excellence.

This is recognized by readers and advertisers, for both in net cash paid circulation and in volume of advertising, it stands highest in its class.

The July and August numbers carry more advertising than any magazine of standard size.

Ingenious Ways to Sample Hard-to-Sample Goods

How Would You Sample Furniture, for Instance? Berkey & Gay and Peck & Hills Find a Way—Sampling Under the Guise of a "Service Department"

WITH many manufacturers difficulties arise just as soon as the question of sampling is proposed. It may be admitted that there is nothing like putting the goods into the hands of the user for actual test, but sometimes the cost is too great to permit the plan to be applied generally, or the character of the goods may be such as to make sampling impossible.

Furniture belongs to the latter class; and yet the Peck & Hills Furniture Company, of Chicago, is using the sampling idea right along. In its advertisements it features its furniture polish, and sends a sample of the polish for four cents in stamps. Many inquiries for this polish come in, and they are handled just as carefully as if they were inquiries for furniture—for that is what they are often developed into.

The consumer who receives the sample of the polish also gets a letter telling about it—and then suggesting the possibilities of the Peck & Hills furniture line. This letter is as follows:

In compliance with your request we are pleased to send you a sample bottle of the famous Peck & Hills Dependable Furniture Polish. Circular with full instructions for using is enclosed with the sample.

Let us suggest please that you read the circular over carefully, and after you have tried out the polish and found

it satisfactory, go to your local dealer or the dealer mentioned below, and get a supply. It will more than pay for itself in prolonging the life of your furniture as well as keeping it beautiful and right up to the standard. We have found it invaluable in keeping our tre-



IN your effort to get beautiful effects in figured woods to harmonize with your carefully thought out designs, would you like to select American Walnut Veneers with special markings to satisfy your idea of just the effect you want?

For the architect who wants unusual effects in American Walnut interior trim on important jobs, Penrod Service embodies an opportunity.

This service is rendered without cost or requiring attention to "fussy" details.

The samples are submitted for inspection, the selection is made and Penrod Service submits its estimate. When the trim contractor makes his bid, the quotation on the selected veneers is made a part of his estimate. When the contract is let the trim manufacturer will be supplied with perfectly matched veneers, identical in character, all from the same log, sufficient in quantity to assure a harmonious and effective completed job.

We shall be pleased to correspond with architects who are interested in this unique service, which we plan to make increasingly valuable to architects desiring the best possible results in their finished work.

PENROD WALNUT & VENEER COMPANY
"WALNUT SPECIALISTS FOR THIRTY YEARS"
KANSAS CITY, MO.

IN THIS TECHNICAL-PAPER ADVERTISING VENEER SAMPLES ARE DIGNIFIED AS A "SERVICE TO ARCHITECTS"

menous line of samples in condition. Accept no substitutes.

We are enclosing our catalog B, which we hope will interest you. Please note particularly the descriptions and illustrations of our exhibit at the P. P. I. E., and which was awarded the Gold Medal. Don't overlook the valuable data on period styles and designs with numerous illustrations of the various suites.

In the center of the book is a description of the way we do business, telling about our card of introduction,

our five large showrooms, our big catalogue and full information as to how you can make use of this service.

If you will go to your dealer he will gladly show you the P. & H. home furnishings he has in stock, and will supplement this by showing you our big catalogue containing over 6000 illustrations.

Or, if you desire, he will give you an introductory card to any one of our showrooms where you can personally inspect the one-million-dollar stock of home furnishings, select what you want, have it shipped through your dealer and pay him—and all without extra cost to you—and all backed up by your dealer and made doubly effective because he in turn is protected by our unconditional guaranty.

Of course this gives you a tremendous variety to select from, and you are bound to get the most artistic, dependable and low-priced furniture on the market, because our vast manufacturing and buying facilities enable us to out-value and under-sell other manufacturers.

Thanking you for the inquiry, and assuring you that you will be more than pleased with anything you may select from the dependable P. & H. lines, we are

Yours very truly,
PECK & HILLS FURNITURE CO.

The dealer-possibilities of the polish situation are not overlooked. Realizing that getting a dealer to handle P. & H. polish is the first step in the direction of handling the furniture line, the company follows up polish inquiries from consumers with letters to local furniture merchants, calling their attention to the inquiry, and suggesting that the dealer carry a stock of polish to take care of this business.

It is interesting to note that the dealer letter does not even attempt to sell him on furniture, but confines the talk entirely to the polish. He is, however, referred to "page 756 of our big catalogue" for information about the polish, the assumption being that this business is not only desirable of itself, but that the dealer who has established a connection with the house in handling polish will not be very hard to sell on furniture. So that the polish line acts as an introducer or sample of the furniture line with the dealer as well as the consumer.

Sampling paint is not particularly easy; in fact, to do it properly is exceedingly hard. This is because the conditions under

which the paint is used, the way it is applied and the condition of the surface which it covers all have a part in determining whether the user is going to be pleased. To send out samples without knowing how, when or where the material is to be used assumes too great a risk and makes it doubtful whether the manufacturer can profit from having a test made.

The Hockaday Company, of Chicago, which makes Interio, a wall finish that has become popular in the institutional field, has until recently refrained from sending out samples. A few experiences of this kind showed that unless a salesman was on hand to show just how the paint should be used, mistakes would be made in preparing or applying it, and results would therefore not be what they should. Recently, however, a way to sample has been found, and it is enabling the company to get its product before users in a more effective way than would be possible without actually showing the goods.

Inasmuch as the thing the user wants to know is not how the paint is applied, but what it will do after it is applied, the questions pertaining to quality are grouped around the "washability" of the material, whether the surface is hard enough to prevent dirt from working its way in and discoloring the walls, and similar features. Consequently the company has itself assumed the work of finishing sample panels, and when samples are sent out, they consist of panels already painted, instead of paint with which to cover some particular surface.

These panels can be subjected to just as rigorous tests as one may care to make. The paint can be tested as to hardness, resistance to water, etc., and of course the appearance of the finished panel suggests how Interio will look on the wall of the user. This plan has already been found to offer a way of sampling which eliminates the danger connected with sending the material itself, and it is also more convenient to the

The August Issue of the

AMERICAN EXPORTER

which is in no respect a special number, carries the biggest volume of advertising of any regular issue in its 40 years' history. 154 pages of paid advertisements in the English edition, 138½ pages in the French edition, and 178½ pages in the Spanish.

26% larger advertising revenue than a year ago.

70% larger than two years ago.

45% larger number of pages than the biggest issue ever published of the second largest export paper.

This record is due to the truly remarkable buying abroad of products advertised in the

AMERICAN EXPORTER

17 BATTERY PLACE - - NEW YORK

THE LAST IMPRESSION

As Pleasing as the First

Million runs of fine automobile catalogs, house organs and booklets, bring Detroit's high-grade printers to us for quality electrotypes that will register the last impression as faithfully as the first.

Michigan Electrotypes and Stereotype Co.

"Quality in Volume"

173-179 Fort Street West, Detroit, Mich.

MATS

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IF you advertise in newspapers, I can furnish you with mats that insure a perfect reproduction of your advertisement, and my method is the cheapest and quickest method known to the mechanics of advertising.

I shall be very glad to go into the details of how I can save your time and money.

J. T.

BUNTIN

INC.

209-219 W. 38th Street, New York

user, who might let a sample of paint lie around without using it, but must necessarily see and appreciate the beauty of a finished panel to which the material in which he is interested has been applied.

The very word "sample," however, often hurts the promotion of goods among certain classes, to whom it suggests the idea of cheapness. To offer to send a sample of something which is declared to be superior in quality may at the same time raise a doubt in the mind of the reader as to its desirability. But if the sample itself is subordinated to some bigger idea, of which it may be the medium of expression, as it were, requests for samples may be obtained when putting them forward baldly would fail of effect.

For example, the Penrod Walnut & Veneer Company, of Kansas City, Mo., which manufactures high-grade veneers for use in building and other work, has been carrying on a campaign among architects to secure specification of its products in important construction jobs. In order to bring this about, certain logs or "fitches" which have been manufactured into veneers are sampled to the architects. But the architects are not urged to write in for samples, even though it might be assumed that they are interested in seeing specimens of especially attractive figured walnut.

The whole proposition is put forward on the basis of a "service to architects," and the sample is thus dignified into the machinery whereby this service is operated. In the ad which is reproduced with this article a sample of walnut is shown, but the service feature is "played up" in the caption, while the copy refers to samples only incidentally, and the sample, in and of itself, is not allowed to take a prominent position.

No architect who responded to this offer would feel that he was doing anything so undignified as merely to "write for samples," but he would realize that he was

taking advantage of an important feature of service made available to him by the manufacturer through their incidental use.

Though furniture, as suggested above, cannot be sampled to consumers to advantage, as indicated by the fact that merchants come to see the samples instead of asking to have the samples sent to them, there are two ways of getting the goods before the user, when a trip for personal inspection is not possible. These are by photographs and miniatures.

The Berkey & Gay Furniture Company, of Grand Rapids, is one of the manufacturers which takes great pride in its catalogue, consisting of original photographs of its big sample line. The unique feature about the plan used in the distribution of this book, however, is that it is paid for. The merchant *buys* the book, instead of having it sent to him free, without even a specific request, as is sometimes the case. While it is understood that the purchase price may be recovered later, depending on the amount of business done, the method used insures proper appreciation of the book and of the photographs which represent the samples.

The National Fire Proofing Company, of Pittsburgh, uses the miniature idea to good advantage in "sampling" its tile. The samples are nicely finished, are usually vitrified, and make highly acceptable desk weights. They are sent to architects and others who are likely to be interested in the product, and serve the purpose of reminding them of the National line and also of showing the curious the details of a National tile.

The sampling idea is successful because it means that the purchaser doesn't have to buy "sight unseen." He gets a chance to use his senses in a test of the product first, so that when he buys he knows what he is going to get. Because of the utility of the method, the difficulties in the way of universal sampling are gradually being overcome by the ingenuity of manufacturers.

17

Consecutive Months' Gain in Classified Advertising

The St. Paul Daily News

Daily News Circulation Goes Home

A recent survey of the mail subscribers shows that 75 per cent. own their homes. Average value is \$15,360. 43 per cent. have automobiles. Average value \$700. 17 per cent. expressed their intention to buy during 1917. This is reason enough for your ads to appear in the St. Paul Daily News.

ARKENBERG Special Agency

Classified Representatives

406 Madison Ave. - Toledo, Ohio
702 World Bldg., New York, N. Y.

Advertisers—Write for new Bulletin just out containing best lists for "Newspaper Classified."

Publishers—Write for our proposition of how to increase your classified.

Advertising Agents—Do you understand our Commission Proposition? If not, write now.

Advertise to Lessen Loss of Life and Injuries to Workmen

Two Hundred Concerns of Philadelphia and Vicinity in Joint Newspaper Campaign

AN advertising campaign has been launched by 200 manufacturing, commercial and financial institutions in Philadelphia, Eastern Pennsylvania, Southern New Jersey and Delaware to lessen the loss of lives and wages in that territory.

It is a "safety first" campaign, with a difference; and in keeping

Large and vivid illustrations, which, however, lack the horror element, are used to drive home the significance of the lessons.

The ideas back of the movement differ in several respects from those which have become familiar in various safety-first campaigns conducted throughout the country. One of these differences is

that the attempt is being made to reach the family of the workman, as well as the man himself. Another is to give some advance ideas to the army of new employees which is going to fill the gaps in the ranks and fill new needs in the expanded industrial life of the state as a result of the war.

A striking feature is the absence of "horror stuff" without the sacrifice of vividness, and the absence of detailed descriptions of specific accidents and the particular methods of avoiding them. There are two reasons for this. So many lines of industrial and commercial activity are represented in the campaign, most of which have dangers more or less peculiar to themselves, that it

would be a hopeless task to attempt to cover them all without crowding even the full-page space that is being used. In addition, it is felt that greater appreciation and response will be induced in the long run by the avoidance of a too specific "preaching" or schoolmaster attitude in the campaign.



Be Careful

Every Four Minutes
Or Every Working Day
A Wage Earner
Is Killed!

Every Four Seconds
Or Every Working Day
A Wage Earner
Is Injured!

Stop this Loss of Life, this Waste in Money!

Every year 25,000 wage earners are killed and 1,000,000 injured.
Three-fourths of this frightful waste of life and limb could be prevented, which would mean 18,750 fewer victims and 750,000 less expense every year.
Ignorance, Negligence and Greed crush out their threat thousands of lives and cost wage earners \$100,000,000 a day.
There is a chance that these evilities the responsibility of every wage earner should and can be removed.

Arise this is every wage earner's right now. Organize now this stops things the wrong way.
In Pennsylvania alone 20,000 men and women signed the Petition for the enactment of the Workmen's Compensation Law. Thousands pay out of the pocket
\$100,000,000 a day.

THE PURPOSE OF THIS CAMPAIGN

Wee think from before us and realizing the vast quantity of preventable deaths and injuries, we are determined to do all in our power to prevent such a waste of life and limb. We are determined to do all in our power to prevent such a waste of life and limb. We are determined to do all in our power to prevent such a waste of life and limb.

BE CAREFUL!

The following are the names of the men and women who have been killed and injured in the last year. They are the names of the men and women who have been killed and injured in the last year. They are the names of the men and women who have been killed and injured in the last year.

The Big Movement That Promotes Minors, Deaths, Accidents, Heavy Loss, Thinks That's Enough!

The following are the names of the men and women who have been killed and injured in the last year. They are the names of the men and women who have been killed and injured in the last year. They are the names of the men and women who have been killed and injured in the last year.

Largest National Paper in the World

The following are the names of the men and women who have been killed and injured in the last year. They are the names of the men and women who have been killed and injured in the last year. They are the names of the men and women who have been killed and injured in the last year.

READ EACH OF THE ARTICLES TO COME

ALL OF THE SUBSCRIBERS' NAMES ARE FEATURED IN THE
ADVERTISING

with the broad and powerful methods of presentation which have been chosen for it, it is known as the "be careful" campaign.

The advertisements are appearing, and will continue to appear during the summer, in one morning and one evening paper of Philadelphia.

WOODWARDS INCORPORATED

Merchandising Counsel
Advertising



R. L. WHITTON • President
900 South Michigan Avenue • Chicago

Montgomery's Population Doubles on August 5th

State Capital designated as National Guard Training Camp. Entire Guard of Ohio and West Virginia here.

OVER ONE MILLION DOLLAR MONTHLY PAY ROLL

Montgomery also chosen for Government Re-mount Station. Over One Million Dollars now being spent in construction work.

THE BUYING POWER OF MONTGOMERY IS NOW EASILY DOUBLED!

National advertisers offered great chance to share in Montgomery's unprecedented prosperity through Alabama's Largest Morning Newspaper—

The Montgomery Advertiser Montgomery, Alabama

Foreign Representatives.

Kelly-Smith Company.....220 Fifth Ave., New York City

Kelly-Smith Company.....Lytton Bldg., Chicago, Ill.

Special Southern Representative.

Geo. M. Kohn.....Candler Bldg., Atlanta, Ga.

606,564

LINES

is the **gain** in **local** business by News League papers during the first six months of 1917. This is 218,078 lines **more** than the gain of **all** other Dayton and Springfield papers combined.

The Dayton Sunday News

gained in the same period 297,682 lines of local business, being 213,010 lines **more** than gained by the only other Dayton Sunday paper.

News League territory is prosperous and well-to-do, and local space buyers know what they are doing when their business is placed with The Dayton News and Springfield News.

Do you consult and rely upon A. B. C. reports for circulation? All Dayton and Springfield papers are members.

News League of Ohio DAYTON, OHIO

N. Y.—I. A. Klein, Metropolitan Tower,
Chicago—John Glass, Peoples Gas Bldg.



CALENDARS
MADE BY US
ARE THE MOST
ECONOMIC FORM
OF DIRECT-BY-MAIL
ADVERTISING.
WE MAKE CALENDARS
ESPECIALLY FOR YOUR
BUSINESS. SEND FOR
OUR BOOKLET NOW

WRITE TO
HEADQUARTERS FOR
POSTER-12-SHEET
AND WEEKLY CALENDARS

**THE STONE PRINTING
& MFG. COMPANY**
ROANOKE, VIRGINIA

In a word, the main idea back of it is accurately and almost completely summed up in the simple and unfrilled slogan, "be careful!" Co-ordinated campaigns among their own employees, with educational emphasis on safety-first methods and devices are being carried on by many of the concerns which are co-operating in the big campaign; but these are matters which they are handling individually and as judgment dictates under specific circumstances. Material assistance is being rendered from the central movement, however, through reprints and translations of the various advertisements, in poster form, in Italian, French, German and Russian. These are distributed among the firms which feel that they can use them effectively in their individual campaigns.

Typical of the kind of copy which is appearing is a page built around a time average of accidents, figured from the State statistics. Against the background of a clock is the picture of a workman, collapsing under the "hand of death" which reaches out for him, with the explanation that every four minutes of every working day a wage-earner is killed, and that every four seconds of every working day one is injured; that Pennsylvania's total of such deaths for the fifteen months following the passage of the Workmen's Compensation Act was 3,413, with an accident list of 312,637; that ignorance and recklessness crush out lives and cost wage-earners more than \$1,000,000 a day in the United States.

"Think! Talk! Teach! — Be Careful!"

This admonition, falling on mental ground which has been prepared by the foregoing figures, is well calculated to sink in.

It is to be noted that the attempt to reach the individual reader by scaring him personally is avoided. The direct "selfish" appeal is lacking. The managers of the campaign feel that there is danger of a psychological reaction working out from any such policy. It is an open question whether in the advertisement described above,

for instance, its strength would have been increased by suggesting to the individual reader that he might be the next victim of the hand of death.

A man may be scared by a sudden realization of personal danger, but when the dreaded eventuality fails after a time to "eventuate," there is a chance that returning courage will swing the pendulum in the other direction; and this has been the analysis which actuated the managers in holding fast to a straight presentation of facts in the total as the best method of impressing the individual, and of encouraging the idea of collective safety over and above individual safety.

Chicago "Tribune" Publishes Army Edition in Paris

Copies of the Army edition of the Chicago *Tribune*, published daily in Paris, have been received recently in this country. The first issue of the paper appeared on July 4. At present it contains four pages. The latest important happenings in this country are cabled nightly to Paris from the home office of the *Tribune*, and in addition the paper contains most of the features of the *Tribune*, forwarded to Paris by mail. These include B. L. T.'s "Line-o'-Type or Two," McCutcheon's, Orr's and Sydney Smith's cartoons and Ring Lardner's "In the Wake of the News."

The Paris office of the paper is in charge of Joseph B. Pierson, for years connected with the *Tribune's* news staff in Chicago. Any profits that may accrue from the publication will be turned over to some fund for the benefit of soldiers and sailors.

"Tilo" New Name for Company's Silo

The Fraser Brick Company, of Dallas, Tex., is using page space in Texas farm papers to announce a silo built of interlocking tile. The name "Tilo" has been given to the new silo. The features of the tile for which a claim of superiority is made are described and illustrated in the advertising and prices are given on five standard sizes.

R. A. Wallace Will Edit Magazine

A magazine is to be published in this country, called *Coo-ee*, in the interest of Australians and New Zealanders who reside here. Robert A. Wallace, of the Gardner Advertising Company, St. Louis, will edit the publication.

YES!

Soft Drinks of All Kinds

Are in demand at Parks, Fairs, Circuses, Carnivals, Celebrations and other places where light beverages are served and can be SOLD through

The Billboard

In fact, the thousands of agents who have the selling privileges for **SOFT DRINKS** with the various Amusement Enterprises, look to The Billboard to supply their needs and requirements for anything new or good in this particular commodity.

Circulation 40,000 Copies

Member A. B. C.

The Billboard Publishing Co.

Broadway and 42d St., New York

THE
CORTE-SCOPE

A NEW SALES IDEA!

Mr. Manufacturer:—Show the Corte-Scope to your salesman. They will want it. It will immediately show them possibilities for increased sales. It will enable them to sell prospects they have previously been unable to interest. The Corte-Scope is a simple idea—but wonderfully effective.—Pocket Size.

WRITE TODAY

THE CORTE-SCOPE CO.

**1752 East 17th Street
CLEVELAND, OHIO**

Practical Analysis That Leads to Larger Markets

(Continued from page 6)

Chemical Company controls phosphate properties sufficient for more than a century, and has potash concessions in Spain. In New England and California the Diamond Match Company holds pine lands; likewise the Brunswick-Balke-Collender Company holds timber suitable for bowling alleys and ten pins. Hundreds of thousands of acres of timber are owned by the Central Leather Company, while the International Paper Company owns or has license to use almost three million acres of woodlands. Many of the rubber companies have gone extensively into rubber cultivation.

Of course these are instances of preparedness in big business, but the smaller business can usually prepare in other ways for tomorrow.

Market investigation is of itself preparedness. Dozens of typewriter factories fell by the wayside largely because they didn't go out and discover that the people would refuse to take a blind machine. On the other hand such concerns as the National Cash Register Company and the Burroughs Adding Machine Company have kept ahead of the demand. They have gone out and analyzed it far in advance. Both of these companies are very strong on market analysis. They have charted every part of the United States, country and city, and reckoned the demand. Through these analyses and their sales records they could tell you just about how many people ought to buy their goods next year in any given locality.

At the great Edison plant in New Jersey I was told that certain electrical needs of the future had already been forestalled with patented devices that are now stored away in vaults awaiting the inevitable demand. The far-seeing mental eye of Thomas

A. Edison is continually projecting its vision into the future. In the ranks of business there are hundreds of Edisons.

The haphazard business usually underestimates the cumulative effect of service. It overlooks the fact that the main function of business is to serve the wants of the people. On the other hand the business with the service philosophy goes out to discover what the needs of the people really are. The wholesale business of Marshall Field & Company was largely built up, in the face of severe competition, through the development of country merchants into good business men. It did not merely sell goods; it sold the kinds of goods the merchants needed, and it analyzed conditions and gave its customers the benefit. There was no problem of local merchandising that it wasn't ready to solve for its customers.

BUTLER BROTHERS' STUDY OF LOCAL CONDITIONS

Another conspicuous example of this sort of thing is that of Butler Brothers. The company has devoted itself intensively to building up the country store in its own line. It works to show its customers how to be better merchants, and its location bureau has been the making of many dealers. Probably there is no other concern in the country that has greater knowledge of local conditions than Butler Brothers.

The more you study the methods of this great house the easier it is to understand its extraordinary growth from insignificant beginnings. In the analysis and development of human ability in its own establishments, as well as in its customers', it stands preëminent.

Or take the Sherwin-Williams Company. Its experimental department is really a service bureau, given over to solving the technical paint problems of the dealers and of the people. It would be easy enough to make paint and let the people do the experimenting. It is always easy to let the purchaser take the risk, but the idea back of the philoso-



THE RICHEST FIELD OF THE WEST

Rich in grain, rich in livestock, rich in dairying, rich in fruits and vegetables — IMMENSELY RICH. Last year this field produced the largest proportionate crop yield in America.

The prospects this year are excellent—with prices higher.

The "Big Income" farmers are buying as they never bought before. It is the psychological time for trade conquest in the Pacific Northwest.

YOU CAN COVER THIS FIELD COMPLETELY
With the ONE BIG DOMINANT FARM PAPER

THE WESTERN FARMER

Portland, Ore.

E. E. FAVILLE,
Editor

Spokane, Wash.

D. L. CARPENTER, Bus. Mgr.

A. W. STYPES, Dir. of Publicity

CHICAGO,
J. C. BILLINGSLEA,
Advertising Bldg.

NEW YORK,
A. H. BILLINGSLEA,
1 Madison Ave.



ST. LOUIS,
A. D. MCKINNEY,
3rd Nat'l Bank Bldg.

DES MOINES,
G. W. TODD,
Davidson Bldg.

Bill for Winter Re-
pairs on Your Car
Will Pay for a

WASCO
GARAGE HEATING SYSTEM
READY-TO-SET-UP



**ONE-CAR SYSTEM
COMPLETE, ONLY \$65**

BURNS only five cents worth of coal a day—less than carfare. You can realize on your car investment by keeping it warm and in good shape for driving all winter, ready to start instantly for business or for pleasure.

"It's ideal. A man can desire nothing better. A few minutes morning and evening is all the attention it requires and the temperature is just right at all times. I highly recommend it for its safety, efficiency and economy."

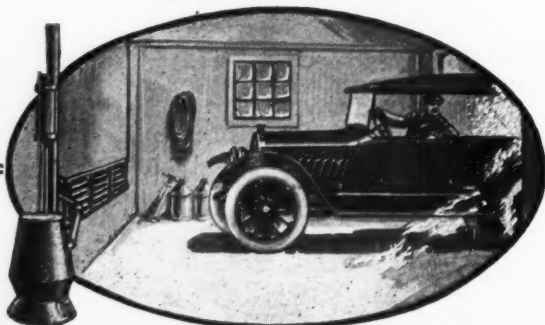
C. T. VOGES,
1355 Norwood Street, Chicago, Illinois

Write To-day for Big Illustrated Catalog.

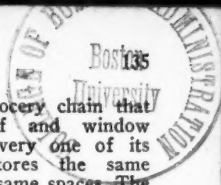
Describes Systems for one- to ten-car private garages. Gives experiences of many users last winter during the coldest weather.

W. A. SCHLEIT MANUFACTURING CO., Inc.
32 Eastwood Sta. - - - Syracuse, New York

Distributors write for "exclusive territory" proposition and "helps."
Every garage owner is a prospect for WASCO.



Wasco means a quick start the coldest weather.



phy of service is to get customers coming because they want to come—because they need to be served. Therefore this company's experimental department studies out almost every conceivable paint need. It studies different metals and all kinds of woods, salt and fresh water, mildew, chemical fumes, steam, cork, fire, sun and rain, grease, arctic cold, electricity, and so on.

The big steel and machinery companies are all service concerns. They could not exist if they did not know the needs of customers better than the customers know themselves. It is now quite the fashion for the customer to go to the seller and say to him "What do I need?" The salesman must have gone through a rigorous training, often extending over two or three years, before going into the selling field at all. This sort of salesmanship puts to shame the ordinary haphazard kind such as we see all around us. It is no wonder that business concerns fail when they attempt to market their products with salesmen who are mere tyros.

The chain store also exemplifies this service idea. I have seen elaborate typewritten analyses of the needs of customers, district by district. This market investigation has usually been followed by periods of experimental selling, and has led to the taking on of department after department. It is no haphazard guess that jams the five-and-ten cent stores to capacity. In the background there have been master merchandising minds that have set out to learn what service the masses need.

We hear many complaints about the inroads of the chain stores upon "legitimate" business, but the average haphazard merchant doesn't seem to know much about their plan of operation. This is really a fascinating study in the science of standards. If there is one thing the haphazard business man needs it is standards. The chain store experiments to discover the best way of doing a thing, and then insists on having it done in that particular way. I

know of one grocery chain that charts its shelf and window space, and in every one of its hundreds of stores the same goods go in the same spaces. The aggregate saving in labor is enough of itself to measure the difference between success and failure. Then the betterment in service is another big item. At the general office of this business a perpetual study of percentages is conducted that would amaze many a grocer who scarcely knows what percentage is. Comparative percentage records of scores of items tell the daily and weekly condition of every store, and of every department in each store.

I once had occasion to inspect the expense system of a large wholesale house, which was one of the most ingenious records one could imagine. All the items of expense were reduced to percentages, not only to the total of expense, but to each other. This system was so constructed that any variations in items were automatically shown up in the comparative records. If one electric light meter showed up ten or twenty units above the normal, the discrepancy was spotted.

HOW BIG CONTRACTORS ANALYZE WORK

The methods of the big contracting firms are analytical to the utmost limit. Every subdivision of a contract is charted and reduced to percentages. Numerous progress charts show just how far behind, or how far ahead, the different parts of the work are. These records enable the necessary effort to be put exactly where it is needed. The art of contracting has been developed into a real science, against which the old-school contracting is having less and less chance.

One large manufacturing house makes a detailed study of all the dealers in its territory, and analyzes them to discover the best one in each town. Its policy is to keep adding these best dealers to its organization, as agents. Ultimately it means to have the best in every city in the country. This,

of course, requires patience and persistence.

Many concerns make full analyses of their salesmen, and figure on getting and keeping only the best.

I found some interesting material in the study of a chain of prominent restaurants, where an analysis is made of the profit or loss on each item of food. It is the policy of this company to serve only such foods as pay a profit. The other fellow is welcome to serve the unprofitable dishes. But of course it makes a study also of getting attractive dishes that will return dividends.

It was my privilege to see a typewritten analysis prepared by the chief investigator of a company about to launch a new chain. His report comprised about a hundred pages, representing a summary of his market investigation. This was an exhaustive research into the districts in which the chain proposed to operate. It cited the buying habits of different sections, and the classes of population; it estimated the expenditures of these classes for nine different lines of goods; it described the undeveloped markets, and so on. A chapter was devoted to the character of the competition, and this particular section of the report would make many ears smart if they heard it.

This reminds me of a mercantile business that saved a thousand dollars a year on its delivery costs through a study of the location of the different classes of its customers. The economy was effected by a grouping of deliveries. This possibility had never been dreamed of.

Another company saved more than two thousand dollars a year in postage through the reform of haphazard acknowledgments of communications.

A wholesale house eliminated sixteen of its two hundred salesmen by a revision of its travelers' routes, although it had supposed it was covering its territories efficiently. Its investigation showed, too, that much selling effort was being wasted in attempting to make sales where the markets

were limited. Better acquaintance with the sales possibilities directed these selling efforts to more likely localities.

Another store had gone along for many years without ever making a research to discover whether it was getting its legitimate share of the trade of its community. An analysis revealed the fact that it was getting less than forty per cent of what it really should have had. This dissection was carried out into various classifications of goods, and led to an intensive series of selling campaigns that more than doubled its trade in two years. It had been catering too much to the better classes.

ANALYSIS IN OTHER FIELDS

A breakfast food concern, after trying unsuccessfully to invade the market at large, instituted an investigation to find the line of least resistance, which it located down in Texas. It centered its efforts there at first and then gradually expanded.

A manufacturing company had a hard time meeting competition until it employed a traffic expert who spent months studying freight charges. This led to the establishment of two branch factories in key locations, and within a year the company dominated its field.

A market investigation, conducted through an advertising agency, showed a food manufacturing company that in a certain group of cities the demand was less than half what it was in another group where possibilities were quite similar. This of course led to specialized selling efforts. Market investigations have led numerous concerns to make radical changes in their unsuccessful plans of selling.

In the case of a certain great manufacturing company an analysis of other large companies revealed an opportunity for the invasion of a wholly new field in which it could utilize its by-products. This enterprise promises to reach colossal proportions.

In several directions the great du Pont company affords material well worth observing. Any-

Intensify!

One-sixth of the population of the United States is Catholic and **THE CATHOLIC COMBINATION** puts you in touch with the most desirable of these potential consumers of your goods—

504,350 weekly subscribers.

One fact stands clearly forth—copy in a religious medium takes on added degrees of tone, prestige and character. It **MUST** have character to receive our endorsement.

A Catholic publication is not bought for the sake of one item—or two items—it is bought for its value as a whole. Our publications are educational and instructive to a high degree. They **INSPIRE CONFIDENCE**. The calibre of our news and editorial matter is reflected in our advertising columns. No objectionable copy receives our consideration. We already **HAVE** reader-confidence and are fast acquiring the confidence of **NATIONAL ADVERTISERS**. This is a remarkable achievement for a new combination, but—success is the reward of merit.

Our big circulation is a natural and healthy growth—we use no premiums or other artificial stimuli—and our readers renew their subscriptions regularly each year. A large percentage have been doing this for a quarter of a century. This is the **BEST POSSIBLE KIND** of circulation.

INTENSIFY—by using the **CATHOLIC COMBINATION**—the value of your message to the reading public. It will drive home the facts, impress the salient points of your story and will reach those prospective consumers of your products who have yet to be convinced of the superiority of your goods.

The loyalty of our readers enables us to absolutely dominate this fertile field, which holds for the discerning advertisers a wealth of steady sales returns.

THE CATHOLIC COMBINATION

CONTROLLED EXCLUSIVELY BY

THE WOLFE TONE COMPANY

220 WEST 42nd STREET

CHICAGO

NEW YORK, N. Y.

SAN FRANCISCO

Free Booklet

The following interesting booklets, written by the Editor of our monthly magazine, "KNOWLEDGE," possess elements of value to all engaged in advertising because they give many new principles that, observed, will eliminate costly mistakes.

Any one of the series will be mailed free if requested upon your business letter head. Enclose ten cents, stamps or silver, for every additional title desired; or we will send the entire series in a neat little library case, Parcel Post, paid, upon receipt of \$1 bill enclosed in letter at our risk.

For good measure, we will include with the \$1 offer, ten folder side-lights by the greatest men the world ever produced, and for extra good measure, we will also include a six months' complimentary subscription to "KNOWLEDGE": Note the titles of the booklets:

- 1—"Catching Horses, Men and Orders"
- 2—"Utilizing the Public Purse"
- 3—"Short Cuts to Business Success"
- 4—"Salesmanship in Print"
- 5—"The Punch in Advertising"
- 6—"The Cumulative Force of the Follow-Up"
- 7—"An Advertising Fallacy"
- 8—"Versatility in Advertising"
- 9—"On the Question of Brevity"
- 10—"A Talk on Business Problems"
- 11—"Reversion to Type"

Money back if not perfectly satisfied.

THE DANDO COMPANY
10 South Third Street
Philadelphia, Pa.

WHO NEEDS ME?

I don't profess to be

THE GREATEST ADVERTISING MAN IN THE WORLD

But I'm good and getting better all the time

I am thoroughly experienced and proficient in the art of writing interesting and intelligible copy, laying out attractive displays, originating novel methods of advertising, conducting publicity campaigns, and preparing the kind of literature that secures, holds and increases mail order business.

I can intelligently edit and successfully manage a live house organ, and am competent to start a new publication or inject pep in an old, dead one.

My services will be for sale after August 11th. Age 36, married, clean habits, exempt from military service. Excellent credentials.

Address Box 15, Printers' Ink, 1720 Lytton Bldg., Chicago, Ill.

one who has seen its Atlantic City store for the exhibition of its subsidiary products can scarcely fail to reflect on the tremendous thought that has been put into the markets for these goods.

Whenever you find an extraordinarily big business, in any direction you choose to turn, you are practically certain to find the keenest of analyses, and a great maze of statistics and research matter. I had occasion to make inquiries of the Singer Sewing Machine people, and I found that this vast business was organized down to the last ditch. Its dissection of markets and its whole layout of operation are extraordinarily complete. I believe it could tell you, if it chose, just how many people there are, in every one of its multitude of divisions, who have sewing machines, and how many there are who will have them a year from now, and in five years, and ten.

A good many large manufacturers, such as the Waterman company, have laboratory stores, devoted largely to giving service to the buyers of their goods. Then, too, these stores collect merchandising information and turn it over to local dealers.

The big watch companies are pretty strong in this problem of helping dealers make bigger profits. Not only in watches, but in jewelry generally. The Ingersoll, Elgin and Hamilton companies are good examples.

This service idea is developing even in banks, with remarkable results. A policy that makes the banks grow amazingly seems to be the searching out of the banking needs of the people. The Guaranty Trust Company of New York is an example of this sort of thing. It found that its public was hungry for a large assortment of financial and legislative information, which it proceeded to supply in the form of opportune booklets. This service, moreover, is supplemented in many other ways.

I should not fail to mention, in connection with banks, the progress that has been made in accounting and allied methods.

The time is not far distant when the old-school bank will have a hard time competing with these modern institutions, where cost analyses are made of the profit or loss on deposit accounts, and where analyses in many directions make banking akin to modern industrial plants. The new bank sells its services just as the modern business house does. It has a bureau of new business that is extraordinarily astute.

In the mercantile field the Filene store in Boston is especially noteworthy, not only for its many forms of service to customers, but for its intensive philosophy of management all through. Its research department conducts investigations into numerous ramifications of merchandising, and its head, Edward A. Filene, is a past master in the art of man-and-woman development. It has been my privilege to spend several days in the offices of this store and to get glimpses into its finely-worked-out methods of management. I imagine that many a haphazard merchant would stand in open-mouthed wonder if he could behold the concrete expression of deep thinking in this store.

But this store is by no means alone in this work. I have in my files material that would make a stack several feet high, secured from department stores all over the country, that give rather astonishing evidence of the progress merchandising has made in the last few years. This material is largely in the form of copies of reports and transcripts of researches, together with descriptions of new policies and detail methods. The haphazard merchandiser might well feel disconsolate to confront this evidence of scientific competition. Nevertheless, the time is coming when he must wake up to the fact of its existence.

John Wanamaker says there are more blind eyes in business than there are blind physical eyes.

Recently I spent several days in some of the greatest rubber plants of the country. It may be that because of the extraordinary demand that has prevailed during

6,420 Rotarians

in cities from Portland, Maine, to San Francisco and from Minneapolis to Galveston, subscribed for

The Atlanta Journal

during the Rotary convention in Atlanta, because they had been told from Atlanta that The Journal would cover the convention better than a Rotary Convention ever had been covered.

The Atlanta Journal is relied upon by everybody in Atlanta to print adequate news and pictures of routine and unusual happenings and to furnish the most entertaining features.

This habitual reliance of all Atlanta upon The Journal throws a floodlight for those who buy newspaper space wisely.

Cub Wanted

Successful New York agency offers a big chance for a young chap, just out of college, who loves books and wants to learn how to write about them. He must have imagination and something of the divine fire. Favorable symptoms would be a dabbling in verse and fiction. Yet we don't want any erotic neurasthenics with long hair. It's a man's job. Some literary ability, plus inspiration, plus hard common sense is about the prescription. If you think you can qualify and if you can begin at the bottom, tell the whole story in your first letter.

**"C. W.," Box 326
Care of Printers' Ink**

the last year or two it has been possible for some haphazard rubber manufacturing concerns to operate; but I venture to say that if conditions grow tighter no haphazard rubber concern can last. This will not be on account of any combination of capital or other unfair advantage, but because these big rubber companies are doing some remarkable constructive work in management. At the Goodyear, Goodrich and Firestone plants in Akron I found, for one thing, some strongly original thinking in the development and pay of the workmen. I am not referring especially to what is known as welfare work, but more particularly to methods that reduce the labor turnover amazingly and cut down the costs of manufacture.

I ought not to leave this subject without saying more about the biggest problem of all, which is *men*. In a recent article in *PRINTERS' INK* I reflected the ideas and methods of some of the most conspicuous developers of human material, but the subject is so pertinent to the present discussion that it ought to be emphasized here. Unenlightened or incompetent men are undoubtedly the cause of most of the haphazard business.

Not long ago I had a conversation with the president of a can manufacturing company, who told me that his concern had bought several independent companies because it wanted their organizations rather than their business. "This is our most difficult problem," he said.

In turning unprofitable business into profitable channels one of the most valuable studies will be found in the methods of modern concerns in recruiting and developing human material and in compensating it. A business man who made such a study told me that he never realized his opportunities for expansion until he found they depended chiefly on his power to find and use the right kind of men. He made an investigation into the methods of about fifty companies, spending several days, or even a week, in each

employment department. Many of his most valuable ideas, however, came from talks he had with the higher executives, who had the hiring of men above the zone of the regular routine.

Among the chain stores the confederations of partnerships afford some peculiarly interesting studies of what might be called the science of human selection.

As examples of advanced thinking along this line I might cite the Dennison Manufacturing Company and the houses of Stetson, New York Edison Company, Filene's, American Woolen Company, National Cloak & Suit Company, Crane Company, Pyrene, Armour, and the American Can Company.

The art of getting the most out of men is almost limitless in its ramifications. It ranges from the study of the muscles of the eye, so as to reduce fatigue, to the development of executive capacity for the front office; and it all comes back to a study of the profitable utilization of the forces within one's control. The ignorance of real capacity has been the tragedy of many a business.

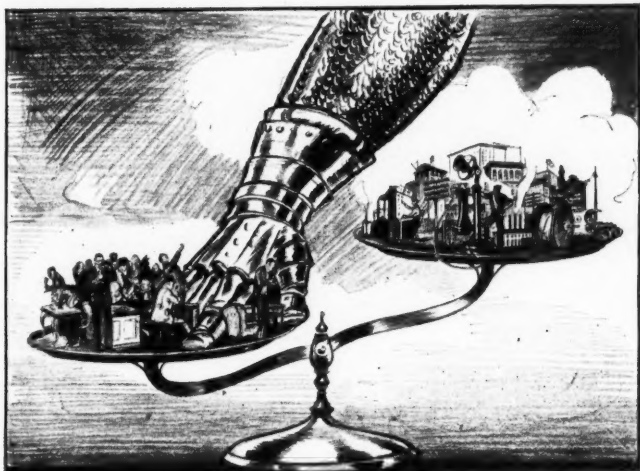
In the universal struggle against deep-thinking competition only those who think deeply can hope to win.

Salesmen Will Be Conservation Missionaries

Scarcely a day passes that Food Administrator Hoover does not enlist new forces in his fight for food saving. Last week's recruiting added the members of traveling men's associations, and as there are said to be 600,000 traveling salesmen in the country, their influence can be made to count for a great deal.

They will be shown that much of the entertainment of buyers is sheer waste. This will tend to conserve needed food supplies and will, at the same time, serve to correct an evil that has long been admitted by sales departments of manufacturers and jobbers, although the means of correcting it were not apparent.

Traveling salesmen can greatly assist hotel and restaurant keepers and dining-car operators in their efforts to prevent food waste. It is suggested, also, that each salesman can preach the doctrine of food conservation to at least one person each day, showing the extreme importance of the measure in winning the war.



The Weight of War

The heavy hand of war has disturbed the balance between supply and demand the world over. Our problem of serving the public has all at once assumed a new and weightier aspect.

Extraordinary demands on telephone service by the Government have been made and are being met. Equipment must be provided for the great training camps, the coast-defense stations must be linked together by means of communication, and the facilities perfected to put the Government in touch with the entire country at a moment's notice.

In planning for additions to the plant of the Bell System for 1917, one hundred and thirty millions of dollars were apportioned. This is by

far the largest program ever undertaken.

But the cost of raw materials has doubled in a year. Adequate supplies of copper, lead, wire, steel and other essentials of new equipment are becoming harder to get at any price, for the demands of war must be met.

Under the pressure of business incident to war, the telephone-using public must co-operate in order that our new plans to meet the extraordinary growth in telephone stations and traffic may be made adequate.

The elimination of unnecessary telephone calls is a patriotic duty just as is the elimination of all waste at such a time. Your Government must have a "clear talk track."



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

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Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor

NEW YORK, AUGUST 9, 1917

Now Is the Time for Red-Blooded Policies

Manufacturers are now able to make a summary disposal of some of the old trade problems that they have been patiently nursing for years. Trade evils that in normal times manufacturers have felt obliged to coddle can under the stress of war conditions be shoved aside with an iron hand. As a result of the upheaval through which the world is passing, people are not so firmly set in their convictions. Precedents count for less. Arbitrary conventions that have long been established are more easily uprooted. Everything is in a state of flux. People—both retailers and consumers—now quite willingly accept the unusual and are not so averse to trying new things.

This is why we see so many experiments in retailing being

tried. New kinds of stores are being started. All sorts of merchandising reforms are under way. Both manufacturers and dealers are scrapping supine policies that have come about as a result of the constant endeavor to placate the fondled buyer, and are substituting for them red-blooded policies.

No better illustration of this development can be found than the change that has come about in regard to giving buyers their private brands. With raw materials short and with factories behind on their orders, manufacturers who are ordinarily weak in yielding to buyers on the private-brand question are now taking a firm stand. Buyers are being told quite plainly to take the goods under the manufacturer's label or else go without them.

Another manifestation of this new attitude of firmness was recently shown by the American Clothing Manufacturers' Association and the Associated Boys' Clothing Manufacturers. These bodies have adopted resolutions binding their members to supply no free labels to retailers and providing for a fine of \$250 for the manufacturer who violates this pledge. Labels will still be provided, but the dealers will have to pay for them. This free-label practice has gradually become a great abuse in the clothing trade, and manufacturers long have irked under the yoke of its exactions. And now here it is abolished at one stroke.

Of course, this programme of the manufacturers will not stop private branding, but it will have a tendency to discourage the custom. Dealers who are experiencing difficulty in getting their own brands may decide to give more attention to the manufacturers' brands. If they do, they are very likely to make the discovery, which thousands of retailers have already made, that a well-advertised, modernly merchandised manufacturer's brand sells easier, moves faster and hence is more profitable than any dealer's brand.

The Experience Meeting

Recently there came to our attention the case of a vice-president of a chewing-gum corporation being sought by a large company manufacturing talking-machines to take charge of its sales. This man had been vice-president of a well-known biscuit company before he took up the problems of marketing chewing-gum, and prior to that had gained experience in selling tea and coffee.

Another recent case of the same sort is that of a large manufacturer of fire-arms putting in charge of sales a man whose previous training, also, had been in chewing-gum, and, earlier still, grape-juice.

And yet the manufacturer of plows may hesitate to read a business article on selling laces. "What has the lace industry in common with plows?" he asks.

We ask, in turn: "What makes it possible for a man who sales-manages chewing-gum to do the same for so widely variant an article as a talking-machine?"

The fact of the case is that all business problems are fundamentally the same, and experienced testimony of their solution here is equally applicable there. A little imagination only is required to translate the lace-maker's sales experience into terms of the plow-maker's problems.

The principle of a bag manufacturer advertising to get the housewife to make bread at home, that he may sell more paper bags, differs in no way from the idea that impels a powder manufacturer to advertise to stimulate game breeding, that he may sell more powder.

A. C. Gilbert's Institute of Erector Engineering is based on exactly the same sales considerations as in the case of the Winchester Junior Rifle Corps now being advertised.

Mr. Gilbert himself testified to the value of getting a business education partially ready-made, requiring only the application that the individual must supply in any case.

Therefore there is more than truth in that card in the Little Red School House that said: "Experience is a very expensive teacher—but the other man's experience is the cheapest thing on the market to-day." There is also a constructive hint.

Opportunities for New Advertisers Opening Up

What has been accomplished in finding a place in the culinary sun for Crisco might possibly be paralleled by other new products and assuredly there was never such an opportunity as the present for making a trial. When we are informed that olive oil is selling in Austria at \$10 per quart, and that fat for frying brings \$4.05 per pound in Germany, we have merely the most acute symptoms of a condition in the food market that is world-wide in its application and that may be expected to continue in greater or less degree for years after the war.

American manufacturers of peanut butter have recently received no end of valuable publicity for their product. Some of the producers, indeed, are none too well pleased with the intimation of the Food Administration at Washington that the widely advertised quality brands are no more nutritious than products that sell at prices 50 per cent less. The makers of soap powders have beheld their products officially endorsed to American housewives as enabling an economy over the use of soap, and every public and private specialist on diet has lately been flooded with inquiries as to the "safety" and wholesomeness of the newly-exploited coconut butters that have precipitated a lively competition with dairy butters for table use. Manifestations all, of the opportunity that is knocking at the doors of advertising.

Significant is the new status of American alternatives for imported articles. By way of illustration take the case of olive oil. We have long been told by the olive interests of California that Amer-

ican consumers would not "pay the price" for American oil and that in consequence the growers on the Pacific Coast found it more profitable to send the greater share of their product to market as bottled olives or in other form than as oil. Maybe so, in the old days, but can this state of mind on the part of consumers in the United States be counted upon to continue in the face of the fact that some of the most popular brands of Italian oil are now virtually off the market? Such brands as are obtainable have advanced in price, at retail, from 35 to 50 per cent, and continue skyward.

The basic facts that the world's supply of fats is short and is likely to continue short and that we cannot get along without the use of some fats in the diet should suffice to spur the manufacturer who is in a position to produce any food specialty that will serve this need—particularly the manufacturer who is able to turn by-products to such account.

One of the comforting considerations in connection with the campaign to correct waste in the use of fats is that the opportunities that are being automatically provided for new products are not obtained at the expense of any established industry. Soap has advanced to the ultimate consumer, say 50 per cent in price, and yet the indications are that the present era of great industrial activity will boost the American per capita consumption—already the highest in the world—above its erstwhile figure of thirty pounds per year. Mr. Hoover's injunction, "Use No Butter in Cooking" bespeaks a welcome for increased quantities of substitutes, but no person supposes that it can spell disaster to any producer of butter. Finally, it is to be borne in mind that we are on short rations of the old familiar fats for an indefinite period. The normal supply of fats, particularly vegetable fats, will not be available until, through years of work the shipbuilders have repaid the U-boats' toll.

Meanwhile, it is up to the advertiser.

Helpful Copy Now Due

The recommendation of President Bedford, of the Standard Oil Co., that driving cars for pleasure be stopped, gave the automobile industry the same kind of jolt to which several other industries have been treated since the United States entered the war.

Even though manufacturers of automobiles and accessories do not agree with President Bedford, as was shown in an article in *PRINTERS' INK* last week, they have been brought face to face with the necessity of helping car drivers save gasoline. How are they going to do it? General publicity copy of the type we are so familiar with isn't going to serve the purpose. Heretofore manufacturers of automobiles and their parts have been so deeply absorbed in corraling the new business that old customers could get on pretty much as they might alone. For their own best interests some modification of former practice is called for. Consumers are going to look for helpful suggestions in automobile advertising, and the advertiser who gives real suggestions on how to run the car more efficiently and economically is bound to get the crowd with him.

Competent authorities believe that conservation of gasoline can be promoted by more skill in running the car and in caring for its various parts. Car owners need help, and the right kind of copy will serve a national need.

Trade journals in the field are advising that owners keep their carbureters adjusted, not to run motors when cars are standing and to effect other possible economies of this nature. These recommendations make a timely subject for advertising. In fact this is an occasion where the right technical and mechanical copy would hit the bull's eye of popular appeal. Talks about mileage and fuel consumption now have a very newsy interest.

Similar advertising opportunities could no doubt be found in other lines that may be disturbed by retrenchment rumors.

Jean H. Fulgeras

**An associate of this company
will be in the United States
during the latter part of
August and all of September.**

Mr. Fulgeras is executing commissions for several of the largest French manufacturers and exporters but will be free to consult with any firm interested in selling or advertising in France and Continental Europe.

Having served, through this Company many of the largest American firms, Mr. Fulgeras is considered by many, to be the best-informed man in Europe on American conditions as they apply to France, and Continental Europe.

Appointments can be made with Mr. Fulgeras by addressing him care of his American headquarters—Collin Armstrong, Inc., 1463 Broadway, New York City, or his Canadian headquarters—Smith, Denne & Moore, Ltd., Lumsden Building, Toronto, Canada.

Société Européenne de Publicité

French Ltd. Co. Capital 5,000,000 Francs

Operating the amalgamated advertising agencies of
John F. Jones—M. & P. Mery—C. O. Communay.

10 Rue de la Victoire Paris, France

Cable Address—Sepublicit, Paris

Theodore Roosevelt On Birth Control



Without preaching or moralizing Colonel Roosevelt presents the case for "Birth Reform, from the Positive, not the Negative Side." It is not a blast against "race suicide" but a sane discussion, backed by authoritative figures.

"It is no more debatable than the statement that less than two and two cannot make four. Apparently some persons regard it as a satisfactory answer to point out that some worthless or hopelessly poverty-stricken family would benefit themselves and the country by having fewer children. I heartily agree to this, and will support any measures to make this agreement effective by limiting the production of the unfit, after we have first taken effective measures to promote the production of the fit. Doubtless there are communities which it would be to the interest of the world to have die out. But these are not the communities reached by the "birth-control" propagandists—even by that rather small proportion of these propagandists who are neither decadent nor immoral. I hold that the average American is a decent, self-respecting man, with large capacities for good service to himself, his country and the world if a right appeal can be made to him and the right response evoked."—From Theodore Roosevelt's article on Birth Reform.

**Exclusively in the October
Metropolitan**

AUGUST MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES FOR
AUGUST

Standard Size

	Columns	Agate Lines
Harper's Magazine	93	20,980
Review of Reviews.....	73	16,401
Scribner's	64	14,371
World's Work	62	13,889
Century	50	11,223
Everybody's	39	8,741
Atlantic Monthly	34	7,806
Red Book	31	7,090
St. Nicholas	29	6,531
Motion Picture Magazine..	20	4,614
Blue Book	18	4,247
Munsey's	18	4,240
Photoplay	17	3,827
Wide World	15	3,578
Popular (2 July issues)..	13	3,256
Ainslee's	12	2,860
Smart Set	5	1,232
Bookman	4	926

Flat Size

	Columns	Agate Lines
Cosmopolitan	160	22,951
American	135	19,380
McClure's	95	16,240
Metropolitan	91	15,593
Sunset	82	11,777
American Boy	43	8,715
Hearst's	48	8,250
Boys' Life	48	6,389
Current Opinion	43	6,065
Boys' Magazine	33	5,781

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publishers' own
Advertising)

	Columns	Agate Lines
Vogue (2 issues).....	359	56,932
Ladies Home Journal....	145	29,034
Harper's Bazar	159	26,830
Good Housekeeping	152	21,845
Woman's Home Comp....	92	18,572
Pictorial Review	89	17,987
Delineator	59	11,811
Woman's Magazine	51	10,392
Designer	51	10,325
McCall's Magazine	52	7,036

*Sinclair Lewis, Creator of Lancelot Todd*More
Lancelot Todd
Stories!

DRIPPING with adjectives, Lancelot has emerged from his first plunge into the magazines (as he might say it) "a bewildering success of unimaginable magnitude."

METROPOLITAN readers will be happy to hear that a series of Lancelot's further adventures in the promoting field begin in the October issue of "The Livest Magazine in America."

"Black Snow and Orange Sky"—the first story, will have to do with Lancelot's heroic efforts in the dress and decoration field.

In the October
Metropolitan

	Columns.	Agate Lines.
People's Home Journal...	35	7,043
People's Popular Monthly.	36	6,850
Holland's Magazine	29	5,608
Modern Priscilla	29	4,958
To-Day's Housewife	24	4,948
Mother's Magazine	33	4,635
Ladies' World	22	4,422
Home Life	13	2,461
Needlecraft	11	2,103

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CAR-
RYING GENERAL AND
CLASS ADVERTISING**

(Exclusive of publishers' own
Advertising)

	Columns	Agate Lines
System	197	28,176
Vanity Fair	155	24,561
Popular Mechanics (pages)	108	24,311
Country Life in America.	125	21,049
Popular Science Monthly (pages)	71	16,093
Field and Stream.....	106	15,207
Association Men (pages).	43	9,675
Theatre	49	8,358
Nat'l Sportsman (pages)..	40	9,170
House and Garden.....	62	9,839
Outer's Book	56	8,097
Physical Culture (pages)	34	7,672
Outing (pages)	30	6,818
Travel	42	6,791
Outdoor Life	29	6,567
Recreation	45	6,300
Garden	42	5,887
House Beautiful	34	5,131
Illustrated World (pages).	20	4,552
International Studio	30	4,223
Arts and Decoration.....	29	4,130
The Art World.....	20	2,933
Extension Magazine	17	2,951

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

(Exclusive of publishers' own
Advertising)

	Columns	Agate Lines
Everywoman's World	85	17,000
Canadian Courier (4 July issues)	87	16,054
Canadian Home Journal..	68	13,600
MacLean's	90	12,730
Canadian Mag. (pages)..	48	10,804

**VOLUME OF ADVERTISING IN
JULY WEEKLIES**

(Exclusive of publishers' own
Advertising)

	Columns	Agate Lines
July 1-7		
Saturday Evening Post.	167	28,422
Literary Digest	113	16,668
Town and Country.....	87	14,626
Collier's	65	12,374
Scientific American.....	34	6,868
Independent	42	5,922
Leslie's	30	5,191
Outlook	33	4,874
Life	32	4,580
Churchman	27	4,368
Christian Herald	19	3,245
The Nation	18	2,621
Youth's Companion....	12	2,400
Every Week	12	2,257
Judge	14	2,070
All-Story (pages)	6	1,360
Associated Sunday Mag.	6	1,185

July 8-14

Saturday Evening Post.	185	31,586
Literary Digest	97	14,398
Collier's	75	14,311
Town and Country.....	74	12,549
Outlook	50	7,388
Leslie's	40	6,911
Independent	45	6,417
Scientific American....	21	4,265
Life	26	3,739
Christian Herald	18	3,184
Illus. Sunday Magazine.	17	3,126
Youth's Companion....	14	2,810
Judge	18	2,523
The Nation	11	1,683
Churchman	9	1,521
Every Week	7	1,397
All-Story (pages)	5	1,267
Associated Sunday Mag	6	1,167

July 15-21

Saturday Evening Post.	203	34,524
Literary Digest	124	18,316
Collier's	80	15,194
Town and Country ...	79	13,319
Leslie's	43	7,327
Life	38	5,338
Scientific American....	22	4,461
Outlook	28	4,201
Independent	26	3,659
Christian Herald	18	3,222
Youth's Companion....	12	2,587
Every Week	14	2,558

	Columns.	Lines.	Agate
The Nation	17	2,449	
Churchman	11	1,851	
Associated Sunday Mag.	9	1,716	
Judge	11	1,669	
All-Story (pages)	5	1,224	

July 22-28

Saturday Evening Post.	155	26,403
Literary Digest	115	16,906
Collier's	62	11,802
Outlook	52	7,751
Leslie's	34	5,936
Scientific American.....	22	4,400
Illus. Sunday Magazine.	21	3,901
Life	27	3,864
Every Week	16	2,993
Independent	17	2,400
Youth's Companion....	11	2,240
Judge	15	2,194
Christian Herald	11	2,020
The Nation	13	1,869
Churchman	9	1,495
Associated Sunday Mag.	6	1,188
All-Story (pages)	4	935

July 29-31

Every Week	15	2,712
Associated Sunday Mag.	5	993

Totals for July

Saturday Evening Post.....	120,935
Collier's	53,681
Literary Digest	66,288
Town and Country.....	40,494
Leslie's	25,365
Outlook	24,214
Scientific American	19,994
Independent	18,398
Life	17,521
*Every Week	11,917
Christian Herald	11,671
Youth's Companion	10,037
Churchman	9,235
The Nation	8,622
Judge	8,456
†Illustrated Sunday Magazine.	7,027
*Associated Sunday Magazines	6,249
All-Story	4,786

* 5 issues.
† 2 issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising)

	Columns	Lines	Agate
1. Ladies' Home Journal.	145	29,034	
2. System	197	28,176	
3. Harper's Bazar	159	26,830	
4. Vanity Fair	155	24,561	
5. Popular Mechanics (pages)	108	24,311	
6. Cosmopolitan	160	22,951	
7. Good Housekeeping ...	152	21,845	
8. Country Life in Amer.	125	21,049	
9. Harper's Magazine....	93	20,980	
10. American	135	19,380	
11. Woman's Home Comp.	92	18,572	
12. Pictorial Review	89	17,987	
13. Everywoman's World..	85	17,000	
14. Review of Reviews....	73	16,401	
15. McClure's	95	16,240	
16. Popular Science Monthly (pages)	71	16,093	
17. Metropolitan	91	15,593	
18. Field and Stream.....	106	15,207	
19. Scribner's	64	14,371	
20. World's Work	62	13,889	
21. Canadian Home Journal ..	68	13,600	
22. MacLean's	90	12,730	
23. Delineator	59	11,811	
24. Sunset	82	11,777	
25. Century	50	11,223	

Palmer an Officer of "Today's Housewife"

William G. Palmer has been elected second vice-president of the Canton Magazine Company, New York, publisher of *Today's Housewife*, and appointed business manager of the magazine. He has been associated with the publishers of *Today's Housewife* for two years. Previous to that he was connected with the Butterick Publishing Company.

To Manage Branch of Bert L. White Company

J. A. Oettinger, until recently sales manager of the Calvert Hatch Company, of Cleveland, has taken charge of the Cleveland office of the Bert L. White Company, Chicago, printers.

New Brunswick Bans Liquor Ads

The Provincial Government of New Brunswick has passed an amendment to the Prohibition Law, prohibiting all forms of liquor advertising in the province.

PRINTERS' INK'S FOUR-YEAR RECORD OF AUGUST ADVERTISING

GENERAL MAGAZINES

	1917	1916	1915	1914	Total
Cosmopolitan	*22,951	21,645	20,160	26,656	91,412
McClure's	*16,240	*19,578	*23,107	17,232	76,157
Harper's Magazine	20,980	20,876	*17,220	16,611	75,687
Review of Reviews	16,401	19,348	13,888	15,288	64,925
World's Work	13,889	19,264	15,680	14,560	63,393
Metropolitan	*15,593	*17,739	*15,069	*11,183	59,584
Scribner's	14,371	14,615	12,186	12,880	54,052
Sunset	*11,777	*16,156	11,260	13,608	52,801
Everybody's	8,741	12,814	13,268	15,083	49,906
American	*19,380	*11,823	*9,894	*8,084	49,181
Hearst's	*8,250	*11,310	*12,292	9,086	40,938
Century	11,223	11,666	9,086	8,582	40,557
Munsey's	4,240	8,858	8,540	10,164	31,802
Red Book	7,090	9,184	7,378	5,600	29,252
American Boy	8,715	7,751	6,694	5,639	28,799
Atlantic Monthly	7,806	4,951	4,949	5,628	23,334
Boys' Magazine	5,781	4,405	6,030	5,783	21,999
St. Nicholas	6,531	5,063	4,970	4,564	21,128
Current Opinion	*6,065	*4,284	*4,609	*3,741	18,699
Ainslee's	2,860	2,650	3,304	5,152	13,966
	228,884	243,980	219,584	215,124	907,572

* Changed from standard to flat size.

WOMEN'S MAGAZINES

Vogue (2 issues)	56,932	57,734	42,933	40,400	197,999
Ladies' Home Journal	29,034	21,959	14,211	12,509	77,713
Harper's Bazar	26,830	25,840	11,648	8,510	72,828
Good Housekeeping	*21,845	15,471	12,292	15,456	65,064
Woman's Home Companion	18,572	14,357	13,906	11,567	58,402
Pictorial Review	17,987	12,400	10,351	9,056	49,794
Delineator	11,811	13,779	8,613	8,754	42,957
Woman's Magazine	10,392	12,312	7,771	7,987	38,462
Designer	10,325	12,269	7,771	7,904	38,269
People's Home Journal	7,043	8,071	8,284	7,211	30,609
Ladies' World	4,422	9,467	7,924	7,800	29,613
McCall's Magazine	7,036	7,852	5,967	6,983	27,838
Modern Priscilla	4,958	7,412	6,092	7,664	26,126
Mother's Magazine	4,635	5,268	6,392	6,869	23,164
	231,822	224,191	164,155	158,670	778,838

* Changed from standard to flat size.

CLASS MAGAZINES

Vanity Fair	24,561	30,594	18,181	13,185	86,521
Popular Mechanics	24,311	25,926	17,884	18,368	84,489
System	*28,176	21,952	14,546	16,576	81,250
Country Life in America	21,049	23,276	16,128	19,398	79,851
Popular Science Monthly	16,093	14,886	14,364	15,680	61,023
Field and Stream	15,207	12,144	10,338	9,464	47,153
House and Garden	9,839	8,278	6,252	6,664	31,033
Outing	6,818	6,888	6,152	8,820	28,678
Physical Culture	7,672	6,960	6,125	5,990	26,647
Theatre	8,358	9,812	4,042	4,282	26,494
Travel	6,791	4,592	4,480	5,057	20,920
House Beautiful	5,131	5,621	4,800	4,887	20,439
Garden Magazine	5,887	5,684	3,458	4,494	19,523
Illustrated World	4,552	6,048	4,032	4,844	19,476
International Studio	4,223	4,721	4,018	4,662	17,624
	188,668	185,382	134,800	140,371	649,221

* Changed from standard to flat size.

WEEKLIES (4 July Issues)

Saturday Evening Post	120,935	*130,227	*78,204	65,252	394,618
Literary Digest	66,288	*63,460	*43,399	32,942	206,089
Collier's	53,681	*65,217	*45,245	34,838	198,981
Town and Country	†40,494	†33,981	†27,372	†21,240	123,087
Leslie's	25,365	22,974	*26,385	*15,201	89,925
Life	17,521	27,526	*23,290	*19,302	87,639
Outlook	24,214	18,966	17,795	21,728	82,703
Scientific American	19,994	*21,534	*16,620	13,869	72,017
Christian Herald	11,671	16,506	13,944	*11,004	53,125
	380,163	400,391	292,254	235,376	1,308,184

Grand totals

* 5 issues.

† 3 issues.

1,029,537 1,053,944 810,793 749,541 3,643,815

Sell to prosperous
people — *and sell
them by the millions.*

Buy quality—but buy it in quantity.

Cosmopolitan more closely parallels the channels of trade than any other publication, selling best where business is best and least where prosperity is absent.

**—and October Cosmopolitan
has just closed with the largest
advertising revenue in its
history.**

Prohibition Advocates Hope to Raise \$1,000,000 for Advertising

Federal Council of the Churches of Christ in America Plans Year's Campaign in All "Wet" States

THE Federal Council of the Churches of Christ in America, hopes soon to put under way an advertising campaign for prohibition, which will, if the plans work out, be much the greatest thing of the sort ever attempted. It will be carried on in each of the "wet" states, in an attempt to influence public opinion and insure the ratification by the state legislatures of the constitutional amendment which is now awaiting action by the House of Representatives, having been reported favorably by the Senate a few days ago. The plan calls for the expenditure of a million dollars, providing this sum can be raised by popular subscription, and another million may be spent if the campaign goes through as planned.

The idea is that the cost of the advertising shall in each case be met by persons residing in the city where the advertising appears. In the smaller cities, each contributor will pay for one advertisement, and if he wishes to do so, he may sign his name at the bottom of the ad. The whole campaign is under the direction of the Rev. Charles Stelzle, field secretary of the Federal Council, and manager of its "Strengthen America" campaign. The copy will be based on the results of a study of the economic aspects of the liquor industry, made by Mr. Stelzle.

The present plans are for advertisements of uniform size, two columns by twelve inches, to appear twice a week in dailies and in every issue of weeklies, for a period of one year. Some 3,580 towns in "wet territory" are on the tentative list, and 1,184 dailies and 3,871 weeklies will be used—provided, of course, that the efforts to raise funds are successful. Mr. Stelzle informs PRINTERS' INK that this will be purely an advertising campaign, every line of copy being

paid for at full rates, and no special favors asked of the newspapers. Posters and special literature will be used as well as newspaper advertising. A slogan has been adopted: "If you believe that the traffic in alcohol does more harm than good—help stop it."

The Federal Council of the Churches of Christ in America represents thirty Protestant denominations having, it is said, 140,000 churches and a constituency equal to about one-half the population of the United States.

Dental Advertising Not Unethical in British Columbia

British Columbia has amended the "Dental Act" to permit dentists in that province to advertise without being stigmatized as unethical. The "advertising party" of the Dental Society used generous space in newspapers to drive home their arguments while the amendment was under discussion.

Changes on "Harper's Bazar"

Henry H. Pike, who has been connected with the New York City staff of *Harper's Bazar* and was formerly New England representative, has been appointed Eastern manager.

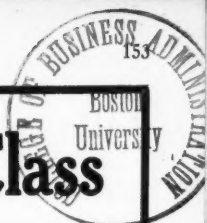
John Chapman Hilder has been appointed promotion manager. He has been associated in the past with *Vanity Fair*, *Motor Print* and the *Independent*.

Victor Thompson in Government Service

Victor Thompson, advertising manager of the A. C. Gilbert Company, New Haven, Conn., has enlisted in the Dental Corps for the duration of the war. In his absence his work will be in charge of Ralph Bertini, assistant advertising manager.

Welch Joins "Woman's Home Companion"

J. A. Welch has joined the western staff of the *Woman's Home Companion*, with offices in Chicago. He was formerly with the *Cosmopolitan*, having represented that publication in both eastern and western territories.



In the A. B. C. Class

WE are glad to announce that we have made application for membership in the Audit Bureau of Circulations. Their initial audit will cover the last six months of this year, and should be ready for distribution early in 1918.

Until that time we will quote a circulation of 130,000. However, we have two good reasons for believing that the A. B. C. audit will show a circulation considerably larger than this. These reasons are—

First—During the first four months of this year our newsstand sales showed a large increase over the first four months of the preceding year. The percentage of gain in a few important districts is shown below.

New York District	- - - -	106%
Chicago District	- - - -	53%
Philadelphia District	- - - -	43%
Boston District	- - - -	53%
San Francisco District	- - - -	69%
New Orleans District	- - - -	88%
Washington District	- - - -	33%

Second—Early this fall we will launch a nationwide publicity campaign. This campaign is bound to further increase our newsstand sales, and should also bring us thousands of paid-in-advance subscriptions.

Illustrated World is rightly called "**A Popular Magazine of Science and Mechanics.**" It covers the whole broad field of science and mechanics in popular form, and is literally crammed with interesting illustrations.

For this reason it appeals mainly to men, and they constitute 96% of its readers. If you want to reach fully 125,000 intelligent, well-paid men, you can do so through **Illustrated World**.

Until further notice, contracts for a period not exceeding one year will be accepted at the present low rate of 72c a line.

Illustrated World

A Popular Magazine of Science and Mechanics

Publication Office
Drexel Ave. & 58th St.
Chicago

Eastern Office
949 Broadway
New York

The Little Schoolmaster's Classroom

SIMILES in copy help produce either sales or smiles. A well-chosen simile makes vivid the appeal of a product. But a badly chosen simile, loaded down with the dead-weight of exaggeration, or dangling in mid-air with inaccuracies, is pretty sure to get the sales-spoiling ha-ha. It often happens that a simile proves the rock on which the Good Ship Copy dashes itself to smithereens.

Augustus Thomas defines genius as the ability to associate ideas effectively. Certainly the power of description rests upon this knack of effective association of ideas. And as long as copy continues to be written, description will remain one of the tools of the copy writer, and high-class copy will depend more or less upon his possession of these riches of association.

The Schoolmaster has just spent a pleasant half-hour perusing recent copy, with his spectacled eye especially on the lookout for similes. And he found contemporary copy to be a veritable dictionary of similes. Most of them he found it possible to award a good mark; yet upon others the pedagogical ferule must fall.

The word "quality" has been put through interminable paces in the copy ring, but when I find one copy writer saying that quality runs through such-and-such a motor-car "like a vein of gold," I find our old friend "quality" defined in terms of a striking comparison that is likely both to linger in the mind and to promote sales.

Another copy writer heaves no less than four similes into the lead of his advertisement—"brilliant as the sparkle of gems—and as sweet as an old love song—as clear as the Sabbath church bells' chime—and as true as the ring of a gong." He is fairly discriminating in his choice, but somewhat over-figurative.

* * *

And now, suppose we try to

swallow the following simile without getting dizzy. We are having our attention called to the "princely splendor" of a certain perfume—"a sumptuous feast for the senses." Thus runs the simile: "The senses are lured and held by their drifting fragrance as the eyes cling to and follow the sinuous grace of a dancing figure." All I can say is that I hope it sells the goods.

Turning the page, we find pearls described as being "bashful as a girl in the tender twenties of her ripening." Sticklers for exactness and literalness of expression may cavil, but to me there are lure and beauty, even though less than 100 per cent of verity, in the figure.

* * *

A New York, London and Paris dealer in women's wear contributes this one: "Just as the composer breathes into a few chords of music a world of pleasure, so we have interpreted 'the spirit of the occasion' in these captivating evening slippers." This, I submit, is too much. The Schoolmaster begs leave to emit a protest against this hard-bought effort to put distinction into copy. Why must the shoeman be compared with Schumann when there's a great world of near-fetched objects to which even a high-priced piece of stunning footwear may be compared?

A piece of Christmas copy from one of our leading silversmiths, referring to happiness, says: "all our longings for what we have not learned to give to others are as empty bottles in the wine cellar of the soul." Here are dignity and style and a certain loftiness of expression that quite carry one back to Charles Lamb and the "Essays of Elia."

Copy extolling the toothsome glories of different chewing-gums has been hard put to it to find language to establish the rival claims. Here again refuge is often sought in the simile. One writer de-



Advertising Agency

Pittsburg

Pennsylvania

ADVERTISING
MERCHANDISING
COST FINDING

—Combined

MR. EDWARD N. HURLEY says: "Only 10 per cent. of the manufacturers of the country base their selling prices on accurate cost figures; 40 per cent. estimate and 50 per cent. guess."

Accurate cost figures are fundamental to profitable business. Cost Finding is an entirely new departure in agency service. It is exclusive with McCloy's.

A. W. McCLOY, *President*R. L. MITCHELL, *Manager*

The Rapid Electrotpe Co.

W. H. KAUFMANN, *President and General Manager*

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

THE MASON PRINTING CORPORATION



can give to your printing
the right sort of Punch and
it won't cost you a whole
lot either.



Just write Syracuse, N. Y.

To introduce you to new and better dealers with **Heegstra**

H. Walton **HEEGSTRA** Incorporated, 25 East Jackson Boulevard, Chicago



Special Systems

For Agencies and Departments

We specialize in planning and installing complete office systems to cover individual needs and special cases. This service is without charge or obligation.

Ask us what agencies and departments use "Y and E."

YAWMAN AND FREE MFG. CO.

844 St. Paul St., Rochester, N. Y.
Makers of "Y and E" Filing Devices
and Office Systems

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

A GOOD POSITION
is open to a man
who

Has a knowledge of
Spanish.

Can write good ad-
vertising copy.

Can devise good lay-
outs.

Can be assistant to a
very busy advertis-
ing manager.

Let us know who you
are, what you have done
and salary expected.

A. G., Box 325
Printers' Ink

scribes his particular brand as being "as white and cool as frost." Again he bills it as being "as refreshing on a dusty day as a splash in the surf." Strong comparisons, these, to be sure, but charged with a certain rugged vigor that is altogether likely to move the stock.

One brand of talcum powder, we are suavely assured in its contemporary copy, is "as necessary in the home as running water." Here again the copy culprit might be duly adjudged guilty by a jury of his peers, were he charged with stubbing his toe on the requirement of absolute and simon-pure veracity. Yet he has driven home his sales argument with a homely figure of speech that can't confuse even the dullard.

Some widely advertised mechanical device, whatever it was, went a good many dollars into the publicity hole to explain to us that it answered to the touch "as instantaneously as electricity responds to the turn of a switch." And one manufacturer goes to considerable advertising expense to explain to us in his copy that he dropped some manufacturing process or other "like a crane drops a casting." To the recalcitrant mind of the Schoolmaster, it goes without saying, these figures bear the earmarks of pretty good copy.

* * *

Better no similes at all than similes which centuries ago have lost their freshness and vi-

STUBBS OFFSET

Complete Plant
Specializing in
Offset Printing
THE STUBBS CO.

DETROIT

ality. But as long as the world keeps progressing, its mills will keep grinding out the raw material of new and mighty similes; and, after all, it is astonishing that the vast bulk of current copy contains so few similes. Let the copy writer, by all means, abandon the simile entirely if he cannot rise above such commonplace ones as "as hard as nails" or "as hot as the hinges of Hell." But, if Irvin S. Cobb finds it possible to create as refreshing a new one as "no more privacy than a goldfish," then our hard-thinking copy men ought not to despair.

If the authors of the Bible, no less than Shakespeare, Thomas Heywood, Byron, Ibsen and Oliver Wendell Holmes, in their creation of deathless literature, deemed it worth while to stick on the trail of the elusive simile, and if hundreds have been handed down to us by Balzac, Emerson, Rabelais, Carlyle and Kipling, then why should we not look to the copy writers of to-day to speed up the movement of merchandise with new and cogent similes?

"Flat as a pancake," "fleet as an arrow," "happy as the day is long," "high as heaven," "lean as a lath," "hot as an oven," and "mild as a dove"—these boast classic and ancient ancestries. The novelty has been squeezed out of them by generations of lazy, shiftless hackwork. It remains for copy writers who are genuine craftsmen to aid and abet our poets and novelists in adding to the rich traditions of the simile and keeping the exhibits thoroughly up-to-date.

For as long as goods are to be sold by means of the written word, and as long as it costs large and ample sums of money to print that written word in the golden acreage of our periodicals, blacksmiths of word and phrase will have no legitimate places in the ranks of our copy writers. Silversmiths and goldsmiths, rather, of word and phrase will be the requirement; and the classic turn of phrase called simile will remain an important product of their handiwork.

Chance a Dollar on Tim Thrift

It won't break you—and he'll send you his new direct-mail magazine, *The Mailbag*, for a year. If you aren't satisfied that every issue's a dollar's worth, you can have your money back.

If you want to keep advancing in your knowledge of direct-mail advertising—if you want to know the plans, schemes, ideas, stunts, with letters, folders, booklets, enclosures, broadsides, mailing cards, that have won for other men—if you want the biggest dollar's worth you ever bought—write your name and address on the margin—attach a dollar—and mail it to TIM THRIFT, The Mailbag Publishing Company, 1800 E. 40th St., Cleveland, Ohio.

REAL BEAUTY

in design, an exquisite care in preparation, cost-reducing suggestions, business-producing display of your chief selling feature—THAT'S the Printing Service we give.

LET US SEND OR SHOW YOU SAMPLES

Gibbs & Van Vleck, Inc.
MODERN PRINTERS

241-245 West 37th St., New York
TELEPHONE GREELEY 1346-1347



**PETERSON
& DEAN**
GRAND RAPIDS
MICHIGAN
ADVERTISING AGENTS

It is easy to spend the appropriation, but to invest it with profit to the advertiser requires merchandising judgment.

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 62,000—98% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:
RIGGS BLDG., WASHINGTON, D. C.
Member Audit Bureau of Circulations

The Wichita Eagle

The Wichita Eagle desires to notify advertisers and agencies that about August 6, it will change from seven columns of 13 ems to eight columns of 12½ ems and requests that electros and matrices should be supplied accordingly.

adopts 8 columns
12½ ems width

KEESHEN
ADVERTISING CO.
CAN INTENSIFY YOUR
ADVERTISING IN THE
SOUTHWEST
OKLAHOMA

GUMMED LABELS

FOR *Your Parcel Post
and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

MCCOURT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and frame labels. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue
MCCOURT LABEL CABINET CO.
H. H. BLACK, Pres.
53 Bennett St., Bradford, Pa.

Soldiers Will Get Magazines to Read

Periodical literature which is non-deliverable and non-returnable by the postoffice will be forwarded to the American soldiers in Europe, according to orders issued by Postmaster General Burleson.

"It is not the intention of the department," said the Postmaster General, "to surfeit the soldiers with a mass of cheap and trashy reading matter, but to select, as far as practicable, the standard magazines, weeklies and monthlies, and have them properly distributed through the depot quartermaster's office of the Army."

"Postmasters in many of the larger cities have been directed to place such copies of magazines containing good literature, current news, and articles of general interest, which remain in their respective offices undelivered, in packages and to transmit them properly labeled to an American port which has already been designated. From there they will go direct to the expeditionary forces in Europe, where arrangements have been made for their distribution."

"In addition, postmasters in other offices have been directed to place such copies of undeliverable magazines to certain centrally located cities, generally not far from cantonment sites, and from these designated points periodical literature will be distributed through similar agencies to the soldiers in the making."

Individuals may now send newspapers and magazines to soldiers at the front or in cantonment by affixing a one-cent stamp, without name or address, and handing same to any postoffice employee.

Ice Company Samples and Trade-marks Product

An ice company in Newton Center, Mass., has secured customers by the distribution of sample cakes. A booklet tells of the superior qualities of the ice which the company makes. Emphasis is placed on the fact that it is frozen from water taken from the pond that supplies Newton Center with drinking water.

An unusual feature is that the ice is trade-marked by means of small holes made in the freezing process.

Booklets-Catalogs

MANY of America's prominent advertisers, advertising agencies and commercial houses requiring high-class work use the

CHARLES FRANCIS PRESS

Printers of **PRINTERS' INK**

461 Eighth Avenue

New York City

Classified Advertisements

HELP WANTED

Wanted. Man experienced in publishing business being acquainted with editorial and business end. State age, experience and salary expected. Good opportunity for right man. Box 723, care Printers' Ink.

Printing Salesman

Well known Printing and Lithographing concern, specializing on Advertising work, has opening for experienced salesman, who can prove ability by his record. Liberal arrangement; New York City as well as outside territory. Box 728, care Printers' Ink.

ADVERTISING MANAGER for a high-grade well-established popular monthly magazine, of national circulation. Man acquainted with western agencies and advertisers desired. This is an excellent opportunity for a capable, ambitious man who by past records can show his ability to produce results. Give full particulars of past experience. Box 730, care Printers' Ink.

AGRICULTURAL COPY MEN

Chicago Agency requires two high-class copy writers with agricultural advertising experience. Must know agricultural field thoroughly and be capable of writing strong farm paper copy, follow-up literature, etc. Send samples, state age, salary expected. Give former connections and details of previous experience in first letter. Applications held confidential. Address Box 716, care P. I.

STENOGRAPHER WANTED

Young man as stenographer and private secretary to president of advertising agency in the financial district of New York City. Exceptional opportunity for capable stenographer with initiative and not afraid of hard work. Salary \$17. References as to morals and ability required. Address Dept. E., Suite 1124, 25 Broad Street, New York.

Unique Opportunity for Man with Thorough Understanding of Advertising Principles

to become associated in important capacity with sales organization of large lithographic house. Must be able to deal in a constructive way with problems of leading national advertisers. Future of unusual promise for man of required qualifications. Address Box 724, care Printers' Ink.

WANTED—By long established manufacturer—High class specialty drug and toilet goods salesman. Must live in New York or immediate vicinity. Thorough acquaintance with retail drug and department store trade in New York, New England, south as far as Baltimore and Washington and west as far as Pittsburgh and Buffalo. Single man preferred. Give full particulars first letter. Confidential. Box 726, care Printers' Ink.

WANTED—Young man with energy, imagination, and initiative, who has had training and experience in selling, writing and advertising. Must be exceptional correspondent, capable of expressing himself in clear, forceful English. We want sales letters that sell. We want a man with originality and ideas; must know something about printing, engraving, illustrating, lay-outs, also editing House Organ. Good position with real future for a man who is a producer who can take hold of a big proposition and put it over. Write, stating age, experience, reference, salary expected, and photograph if have one. Box 727, care Printers' Ink.

ADVERTISING SOLICITOR

A well known trade publication is desirous of securing the services of a high class advertising solicitor to represent them in a district outside of NEW YORK on a commission basis; drawing account advanced and traveling expenses paid; an excellent opportunity for the right man; state age and give in condensed form your advertising experience covering the last five years. A. S., Box 735, care Printers' Ink.

WANTED 12 SALESMEN

Must be men of more than ordinary ability—clean cut, high-grade, ambitious. No others need apply. Previous experience not essential. The opportunity and compensation offered will interest men of the highest calibre. One of our clients—a large, new corporation with unlimited resources, engaged in furnishing advanced training in up-to-date business methods for executive officers, department heads, salesmen, correspondents and others, has asked us to find 12 exceptional men to assist in expanding its already big business. If interested, it will pay you to tell us, in confidence, all about yourself. Write at once. Address, Ruthrauff & Ryan, Dept. 23, 404 Fourth Ave., New York, and we will place you in touch with our client.

WANTED—THE CUTLER PUBLICATIONS, the SHOE AND LEATHER REPORTER and THE SHOE RE-TAILER, want an able advertising man with headquarters in Chicago. Must be experienced in modern methods and a successful salesman. Give age, experience and the necessary recompense required. Address E. O. Ray, Western Manager, 130 No. 5th Ave., Chicago, Ill.

Wanted—A Real Salesman

By a well-established and progressive manufacturer of electrical household specialties, located in Middle West. Our products are handled by the leading dept., drug and electrical stores of the country. A National Advertising Campaign starts very shortly. Although we have broad distribution, there is still some virgin territory in which we want high-grade representation. For a salesman of exceptional ability there is a rare opportunity here. We prefer men who do not care to limit their possibilities by working on anything but a straight commission basis, although to the right man we will extend the privileges of a suitable drawing account. If you are looking for an out-of-the-ordinary opportunity, write us at once, giving full particulars, references, etc., in first letter, which, of course, will be treated in strict confidence. Address President, Box 729, care Printers' Ink.

WANTED

Newspaper Advertising Salesman

One trained in space selling; must be a leader, with initiative and constructive ideas. An excellent opportunity is open with a successful morning newspaper with a circulation nearing 60,000, for an intelligent, wide-awake young man. Apply Box 737 Printers' Ink.

STENOGRAPHER WANTED

Young woman with publishing and advertising experience. One not afraid of handling detail work preferred. Salary at start \$15 per week, but good opportunity to go ahead. Apply by letter, giving experience, age, references, etc. Box 38, care Printers' Ink.

There is a big place that can be filled by a man who combines the qualities of the investigator and statistician with the viewpoint of the salesman and the sales manager. Publishing and advertising experience preferred. Address Box 736, care Printers' Ink.

WANTED

We have a vacancy for a Mail Order Copy Man with initiative and originality. One with complete knowledge of typography and printing desired. An unlimited field is presented. Mail Order book selling and Magazine Subscriptions. Write stating experience, salary wanted and other details to Box 725, care Printers' Ink.

MISCELLANEOUS

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

FOR SALE: EXTRA MAGAZINE for No. 3 Mergenthaler Linotype. In good condition. Price \$25.00. Apply The Catholic Messenger, Worcester, Mass.

FOR SALE—Elliott addressing machine, motor driven, with all latest attachments, used only a few months, also 95 trays. Wm. R. Gregory Co., 1642 Woolworth Bldg., New York.

IDEAS. Study the best selling and advertising ideas in America. We clip newspaper ads—your line—all principal cities. Cost small. **BOYD SYSTEM, WASHINGTON, D. C.**

PUBLISHERS of trade papers will save money by having their printing done by **COSMOS PRINTING COMPANY, 49 Madison Street, New York.** Magazine and color work a specialty. Estimates furnished on application.

For Sale—16-page Potter Press, in good running order, in use by Daily Argus-Leader, over 10,000 circulation, including stereotype outfit, also 12 turtles and 12 chases. Delivery about December first, following installation larger press. A big bargain. Write **THE ARGUS LEADER CO., Sioux Falls, S. Dak.**

Moving picture theatre managers now buy films in the open market. The old "programme" restrictions are passing. We make moving picture advertising in the interesting form that patrons of the moving picture theatres like to see. We get **DISTRIBUTION** for our clients. Details and sample reel forwarded to advertising managers. Address, **B-D-F FILMS, Wilkes-Barre, Pa.**

The Oldest American Comic will pay for contributions of both writing and drawing material suitable for circulation in America and abroad. Enclose return postage with all communications; address the editor, Harvard Lampoon, Lampoon Bldg., Cambridge, Mass.

POSITIONS WANTED

Advertising and Sales Executive

accustomed to responsibility, good sales correspondent, able to take initiative; splendid record. Box 722, care P. I.

Advertising woman employed, several years' general and agency experience. Wider opportunity to grow in the field reason for change. Copywriting, production, soliciting. Box 720, care P. I.

Advertising Woman—successful record as Advertising Manager in Dept. Store, seeks new connection as Dept. Store Advertising Manager or Fashion and Corset copy writer with agency. Box 731, P. I.

A \$5000 SEASONED EXECUTIVE must take a change—commercial instinct developed to a marked degree makes him an ideal man to assume charge of advertising and sales. Box 721, care Printers' Ink.

EXECUTIVE ASSISTANT

wants position. Now Asst. General Manager. Personal reasons for wanting to make change. Loyal and willing. Good sales and advertising experience. Chance to get a real good man. Age 29—married. Box 717, care P. I.

ASSISTANT

4 years in printing business; some experience as salesman; thorough knowledge engraving, printing, etc.; large latent possibilities as copy-writer. High school graduate; age 21, and not in draft. Hard worker and not afraid of 16-hour stretches. Box 732, care Printers' Ink.

Sales and Advertising Manager

36. Family. Clean, successful record that will bear fullest investigation. Now employed, but has good reason for desiring to make change. I can link your advertising up with merchandising ideas that will increase sales. Box 718, care Printers' Ink.

An Unusual Opportunity to Secure a Good Man

ADVERTISING MANAGER, employed, seven years same concern, desires for personal reasons to remove to another part of the country. Experience with large manufacturer of electrical and mechanical apparatus covers all branches of advertising and sales promotion work, both in the engineering and industrial fields as well as in the national field, four nationally advertised and merchandised products being included in the line. Technical graduate, 33 years old, has keen mind, common sense, ability to seek out new sales fields, and an outside viewpoint to bring into your organization. Would like two months' time before leaving present work. Box 734, care Printers' Ink.

Circulation Manager Wants Place

As general, mail or city circulation manager on a live paper. Competent to promote special campaigns and successfully handle any kind of territory. Familiar with all approved systems. Experience covers large and small cities. Am employed, but desire a change at once. Age 32; references. Address Box 739, care Printers' Ink.

ASSISTANT TO EXECUTIVE

With managerial ability, desires live position where he can make a real future for himself; age 30 (exempt from draft), good education, 12 years' experience and business training, office manager, accountant, correspondent, secretarial work, organizer and systematizer, knowledge of advertising and selling, valuable as assistant or secretary to executive of large organization. A-1 references. Box 719 care Printers' Ink.

HIGH CALIBRE ADV. MAN

Thoroughly trained and experienced in technical and mechanical advertising. 16 years organizing and managing manufacturing advertising departments and adv. agency work. Skilled in planning and executing direct sales campaigns. Writes forceful, sensible copy. Keen, mature mind, thoroughly familiar with modern advertising and merchandising methods. Now with prominent western manufacturing concern. Seeks wider opportunity. For proven worth and results address "Business Builder," Box 733, care Printers' Ink.

YOUR Printers' Ink During Vacation

We shall be glad to change your address temporarily so that you can get the "Little Schoolmaster" while you're away. Or, leave your vacation address with your news dealer, pay him for the copies you want, and we'll see that you get them.

Circulation Department

**PRINTERS' INK
PUBLISHING CO.**
185 Madison Ave., N. Y.

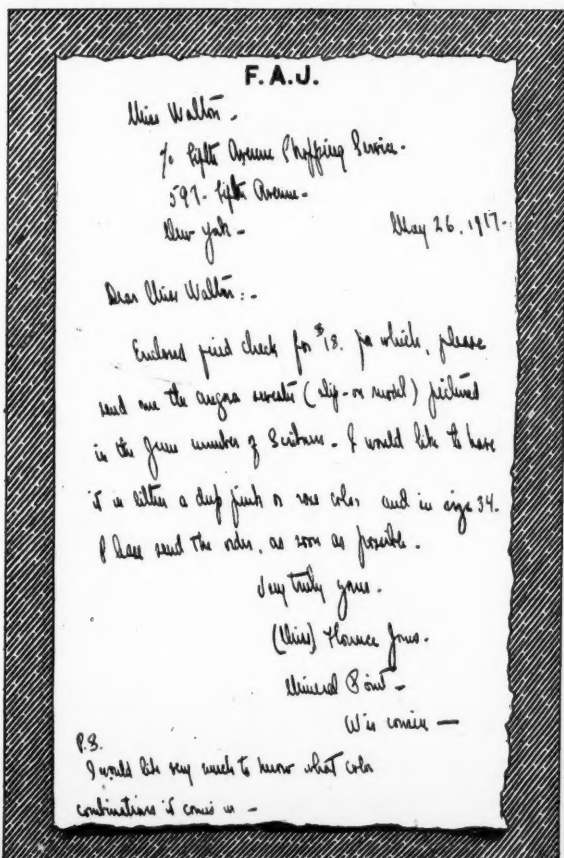
Table of Contents

PRINTERS' INK, August 9, 1917

Practical Analysis That Leads to Larger Markets.... <i>Edward Mott Woolley</i>	3
What Some Leaders Are Doing to Make Certain That They Are Meeting Demand.	
After Three Years of Advertising, Demand Increased Four Fold.....	8
And Incidentally the Number of Lines Was Reduced and Embarrassing Production Problems Solved.	<i>W. B. Swann</i>
Another Success for Cumulative Advertising.....	20
Travel to National Parks Reaching New High Marks.	
A Jobber's National Campaign to Sell "the Electrical Idea".... <i>Bruce Bliven</i>	25
Western Electric Seeks to Lessen the Housewife's Objection to Electric Devices.	
Making Your Advertising Serve the Needs of the Hour.....	37
The Arguments Being Used by a Large Truck Manufacturer and How the Data Are Found.	
How Daylo Was Selected..... <i>Marquis Regan</i>	40
Of the American Ever Ready Works.	
The Age Limit for Advertising Men..... <i>By Forty-Four</i>	47
Is There One, and If So, Why?	
How Shall Employers Care for Employees Who Enlist?.....	51
What Happened to An Idea..... <i>By a Commercial Art Manager</i>	57
A True Story, with Several Morals.	
One Dealer's Co-operation.....	74
Big Settings for Little Products..... <i>R. Bigelow Lockwood</i>	99
Methods of Magnification of Sales Message That Are Perfectly Proper.	
Finding the Real Causes of Refusals to Buy.....	107
These Are Not Always Due to the Goods or Even to the Antagonism of the Prospective Customer.	
Handling Uncle Sam's War-Time Mailing Lists.....	117
Over 800,000 Stencils Now in Use.	
Chain Stores Advertise as Economy Measure.....	119
Philadelphia Consolidation Also Eliminates Deliveries and Telephones.	
Ingenious Ways to Sample Hard-to-Sample Goods.....	123
Advertise to Lessen Loss of Life and Injuries to Workmen.....	128
Two Hundred Concerns of Philadelphia and Vicinity in Joint Newspaper Campaign.	
Editorials	142
Now Is the Time for Red-Blooded Policies—The Experience Meeting—Opportunities for New Advertisers Opening Up—Helpful Copy Now Due.	
Advertising in Monthly Magazines for August.....	147
"Printers' Ink's" Four-Year Record of August Advertising.....	150
Prohibition Advocates Hope to Raise \$1,000,000 for Advertising.....	152
Federal Council of the Churches of Christ in America Plans Year's Campaign in All "Wet" States.	
The Little Schoolmaster's Classroom.....	154

No. 35 of a Series

If you want volume of circulation count us *out*. If you want *known* purchasing power, Scribner's is worthy of your consideration. It is the confidence of the Scribner homes in Scribner's Magazine that makes Scribner's Magazine a most desirable advertising medium. *Here is the evidence:*



The Average Daily

(week days only)

Paid Circulation

of

The Chicago Tribune

for the

Month of July

was

376,986

**This is the largest 2 cent circulation
in America, morning or evening**

